



BLUE FJORD
LEADERS

...engineering leaders to see beyond the data

Blue Fjord Leadership System

The **Blue Fjord Leadership System** is a comprehensive program that gives you **high-quality, impactful, hands-on learning** that lasts.

- Science-based using neuroscience and interviews with successful leaders.
- Structured by adult learning principles to achieve powerful results.
- Modular to achieve a customized program for your organization.
- Designed with built in follow-up because repetition is key to learning.

Blue Fjord Leaders was founded (by an engineer) to support technical professionals moving into management and leadership roles. The Blue Fjord Leadership System is, however, applicable to any organization seeking to grow its management talent.

The Five-Step Blue Fjord Leadership System

Step 1. Every engagement starts with a deep understanding of you and your organization. We want to know you, your culture, and your staff. We listen for your pressures and for behaviors that – when enhanced –allow you to grow your people and your organization.

Step 2. We design a program to meet your goals. Together we establish a format that balances training time with the reality of your project deadlines. Training may be live virtually or in-person, or on-demand (recorded).

Step 3. We recommend starting with the foundational skills. Here's why. We interviewed more than 90 executives to learn their leadership secrets. From those interviews we discovered three foundational skills that support management and leadership functions. Without this foundation, high caliber management and leadership are not possible. The foundational skills are:

- Self-awareness
- Relating to others
- Interpersonal communication

Step 4. Together we select modules that are most valuable to your organization. If there isn't a module that fits your needs, we'll create one or suggest another approach.



BLUE FJORD LEADERS

Step 5. We deliver your customized program as an interactive experience. We use applications, examples, discussion and props to bring the skills to life. Sessions include a follow-up strategy that is woven into the design of your program.

The Blue Fjord Leadership System Modules

Foundational Skills

Technical Professionals have a strong problem solving, analytical, and detailed approach. These skills are illustrated in the Blue Fjord Leadership System Framework below. These skills are valuable but not nearly enough to be successful in management. That's why we start by building a foundation that supports all other management and leadership skills. These foundational modules are:

- **Self-Awareness.** Each participant creates a brain profile using the Business DNA self-assessment and other techniques. The brain profile brings conscious awareness to natural work and communication styles, values, and filters. These preferences inform non-conscious choices (where we spend about 80% of our time) and color all management decisions. Without this awareness, you are a slave to hidden forces in the brain.
- **Relating to Others.** Growing and valuing relationships is a significant mindset shift needed by technical professionals. An engineering leader said, "I learned that relationship development wasn't wasted time, it was invested time." This module develops skills to "read the room" and adapt to others.
- **Interpersonal Communication.** Nothing is more important to successful management than interpersonal communication skills. We deconstruct communication into listening, validating, empathizing, and understanding. This skill is reinforced in all modules as communication is truly a cornerstone for management success.

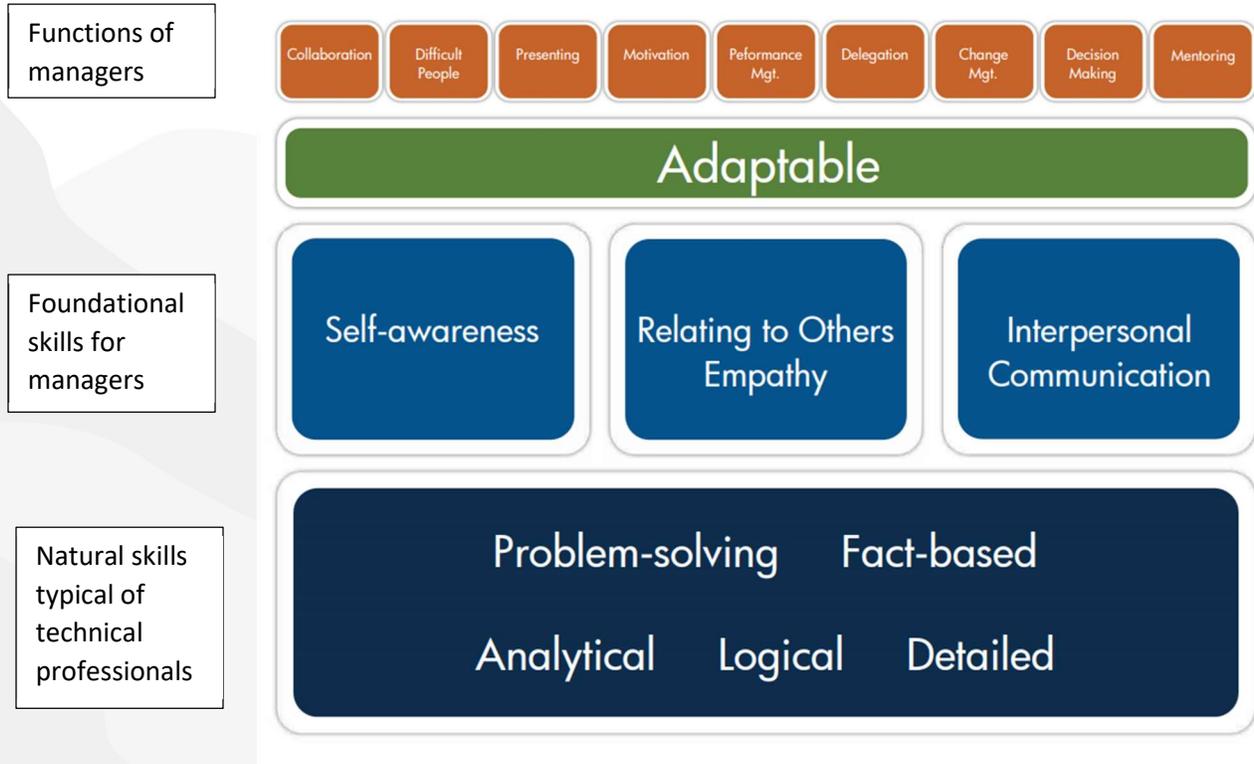
With this foundation, managers can adapt and shift their approach and communication style as needed. Adaptability is predicated on self-confidence and contextual awareness that comes from these foundational skills.



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Blue Fjord Leadership System Framework



Management and Leadership Skills

Personal interviews with successful leaders in technical organizations identified common struggles faced by new managers. Leveraging the foundational skills, we created modules for each of these functions.

- **Delegation.** Technical professionals are notoriously reluctant to delegate due to their education that focuses on getting The Right Answer. This module supports a mindset shift toward working *through* others and provides new ways to manage “the monkey on your back.”



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- **Dealing with Difficult People.** Most supervisors avoid rather than manage difficult people. This module breaks down the root cause of that reluctance and creates a structured approach to dispose of the difficult *situation* without disposing of the *person*.
- **Presenting Technical Topics to Non-Technical Audiences.** “I ask for the time and they tell me how to build a watch.” That’s the frequent complaint when technical professionals present. Here, participants learn to adapt their presentation to the *audience*. We also include slide design, storytelling and more to increase audience connection.
- **Change Management.** The brain is typically averse to change. Uncertainty, disconnection, and loss of control are three of the five factors that activate threat in the brain. This module takes a fresh look at change management through the lens of neuroscience to create stability in times of change.
- **Decision-Making.** Over-thinking abounds when technical professionals pursue The Right Answer. For leaders, The Right Answer is a unicorn, rare and special. This module fosters smart questions to guard against confirmation bias and prompts participants to examine the forces that block their decision-making.
- **Performance Management.** Effective performance management isn’t about completing a form every six months. It’s about continual, constructive feedback. It’s also about understanding your boundaries. This module uses current research to reposition performance management to create more effective staff.
- **Diversity and Inclusion.** Rather than social issues, diversity and inclusion are organizational success strategies. Discover the neuroscience behind inclusion. Leave with practical actions to create a more productive, desirable, and diverse work environment.
- **Collaboration and Teaming.** Designed for teams, this module uses the DNA Behavior self-assessment suite. Assessment results, when shared amongst the team, provide new insights into individual behavior preferences, team strengths and blind spots. These insights allow teams to work more effectively and create strategies to accommodate blind spots.



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Other Blue Fjord Leader Services

Executive 360 Assessments. It's hard to read the label when you're inside the jar. That's why the Business DNA 360 assessment is an invaluable tool for leaders. Gain insights into leadership performance from peers, staff, and others so that you see yourself through their eyes. This assessment might provide one of the most powerful insights into your leadership growth.

Coaching. Coaching for high-performing staff is a powerful addition to your Blue Fjord Leadership program. Whether baseball or music, a coach brings out the best through personalized assistance. Visit our coaching page for more information.