

Deliver Extraordinary Results Through Transformative Training

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Speaker

Amir Ghannad is a widely recognized authority in the field of Organizational Development, a frequent and highly sought after keynote speaker at leadership summits in the US and abroad, and the founder of The Ghannad Group, which specializes in guiding leaders and equipping them with tools, skills, and the mindset to create extraordinary cultures that deliver breakthrough results.



For over 31 years, Amir has held leadership positions of increasing responsibility and scope in multiple locations in the US, Southeast Asia, and Europe with such companies as Procter and Gamble and Campbell Soup Company. As a professional facilitator, Registered Corporate Coach, and a Professional member of the National Speaker's Association, Amir has also been a trusted advisor and coach to top level executives in multiple industries and locations around the world.

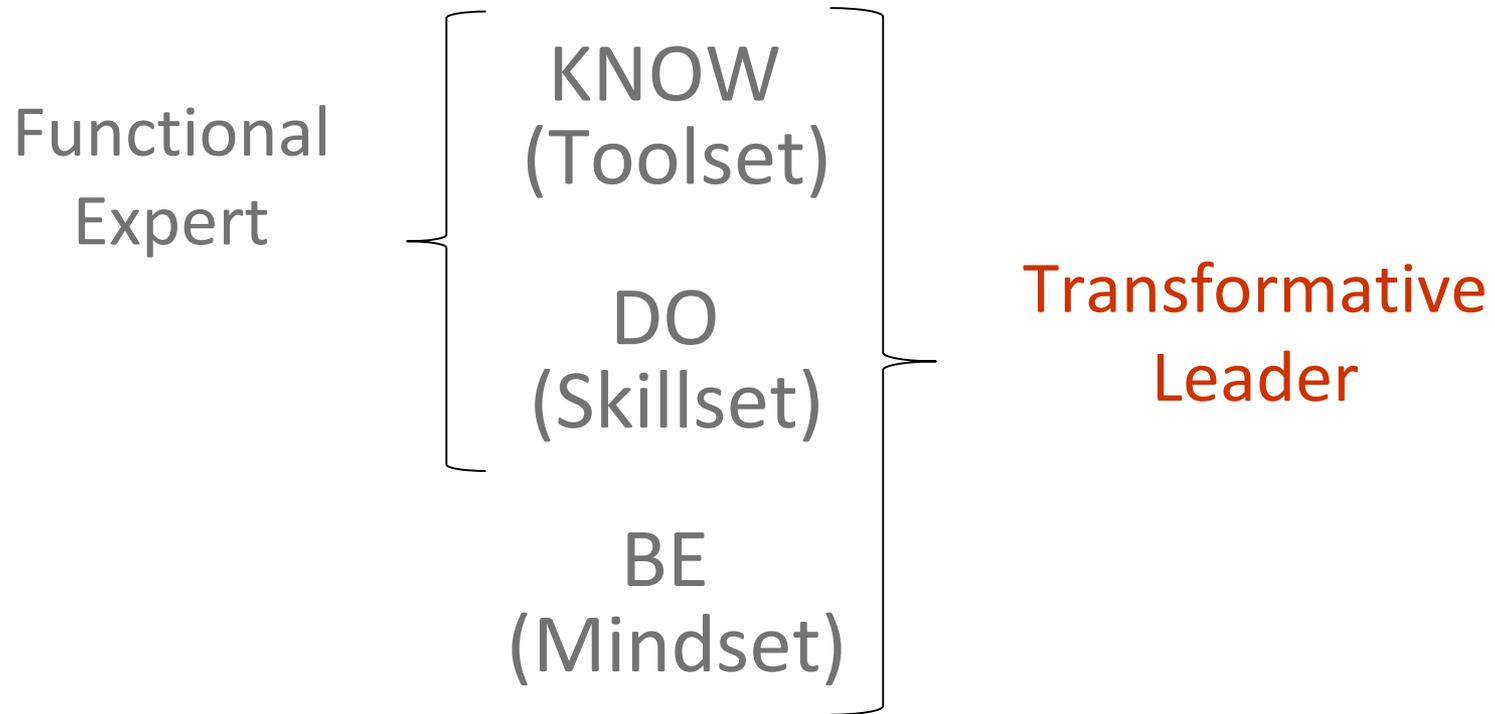
Amir's first book titled *The Transformative Leader*, has received rave reviews from award winning authors and leading experts in the field of Operational Excellence and leadership development.

Learning Objectives

- Understand the distinction between informative learning and transformative learning and how they can effectively work hand-in-hand when applied to training efforts.
- Discover the 7 hidden barriers that prevent people from doing what they know they should do, and learn how to neutralize them whenever they show up.
- Explore how you can personally be more effective as a trainer who inspires the audience to get in action and make the most of what they learn.

“It is not knowing what to do, but doing what you know that makes the difference.”

Requisites of Transformative Leadership



For more information see blog post titled:
[Overwhelmed? Try this! It takes less than 1 minute.](#)

Two Types of Training

INFORMATIVE

Learning

Giving you some
tools you can use

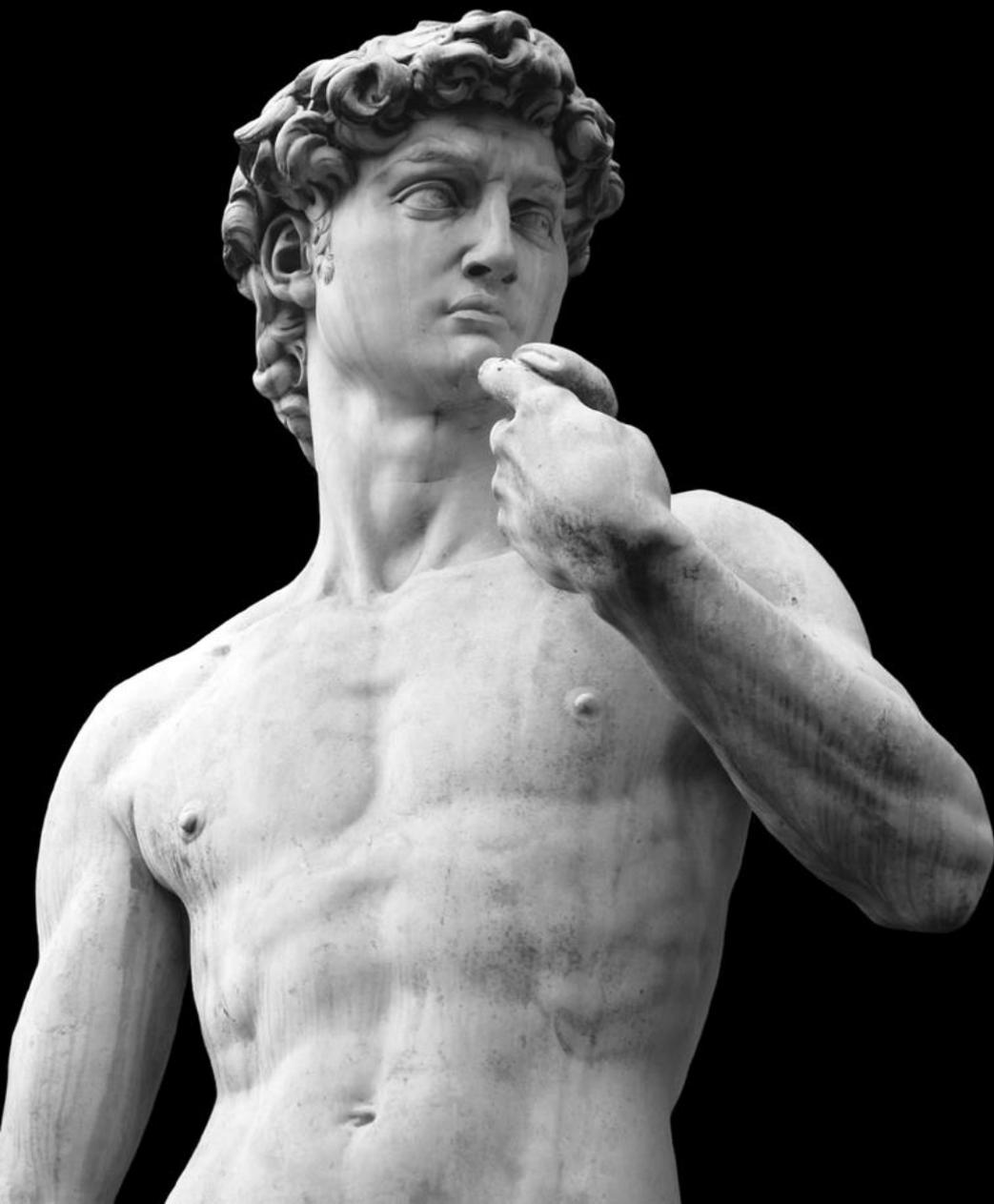
KNOWING
DOING

TRANSFORMATIVE

Discovering

Helping you see
what is in the way
so you can remove it

BEING



“...David was in the stone. All I did was chip away at what was not David.”

Michelangelo

Objectives of Transformative Training

- During the session: Learning and discovering
- Immediately after the session: Informed and energized to act
- In a couple of weeks: New behaviors as a result of the new information and mindset
- In a couple of months: Breakthrough results as a result of the new behaviors

Seven Hidden Barriers to Transformative Training

#1: No Specific Goal or Focus

The Problem:

- Aimlessly gathering random information to use someday
- Focusing on solving a problem, not causing a worthwhile transformation that inspires

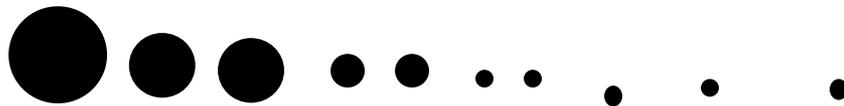
The Solution:

- Have participants start with an extraordinary outcome they are committed to creating and have them listen and participate from there

Change vs. Transformation

- **Change** creates from the past and present. We end up with a new and improved version of what we don't want.

PRESENT



FUTURE



- **Transformation** creates from the future. The result is a possibility that we are committed to.



For more details, see the chapter titled

“Why settle for managing change when you can lead a transformation?”

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in [The Transformative Leader](#)

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#2: Not Taking Responsibility

The Problem:

- Not 100% committed
- Looking “out there” for the solution

The Solution:

- Have participants declare themselves the barrier
- Distinguish 100% commitment from partial and conditional commitment

Three Types of Commitments

- **OPTION 1: (100% COMMITMENT)**

I accept responsibility for changing my circumstances.

- **OPTION 2: (ZERO COMMITMENT)**

I accept responsibility for the default future.

- **OPTION 3: (50/50 COMMITMENT)**

I don't like my circumstances, but I want someone else to take responsibility for changing them.

**OUT OF STOCK,
DUE TO HIGH DEMAND!**

For more details, see the chapter titled
“Do you meet 100% of your commitments”
in [The Transformative Leader](#)

#3: Dragging Past Limitations into the Future

The Problem:

- Invalid assumptions about what is possible, based on past experiences

The Solution:

- Have participants see that they are operating based on assumptions that are no longer valid
- Ask them to enlist the help of an accountability partner to identify and change their invalid assumptions

“ It isn’t what you don’t know that gets you in trouble. It’s what you know for sure that just isn’t so.”

Mark Twain

#4: Being Overwhelmed

The Problem:

- Stopped by the inability to see the entire path forward
- “Driving in the fog with high beams on rather than fog lights”

The Solution:

- Share the three questions that, once answered and acted on, will get them back on track

Three Questions to Get Back on Track

- 1.** What outcome am I committed to?
- 2.** What is the most important step I should take next to make it happen?
- 3.** Who do I need to be to maximize my chances of making it happen?

For more details, see the chapter titled
“Life lessons from a GPS” in [The Transformative Leader](#)

#5: No Plan of Action

The Problem:

- Not taking the time to think through and create a plan

The Solution:

- Ask participants to identify 1-2 immediate actions they are going to take with 24 hours
- Guide them through the process of creating a Transformation Blueprint

For the complete Blueprint and instructions see

[The Transformative Leader](#)

“Transformation Blueprint”

1. What bold future are you declaring?
2. Why is this bold future important in the grand scheme of things?
3. What key achievements along the way are crucial to creating this transformation?
4. Who are the key people/teams you are committed to energizing and enrolling in your vision?
5. What is your greatest concern or persistent complaint relative to this transformation?
6. Are you willing to declare yourself 100% committed?

#6: Concerns about Influencing Others

The Problem:

- The perception, real or imaginary, that one cannot influence others to get on board

The Solution:

- Have participants identify specific people they need to influence
- Make effective use of tools such as DISC to energize and enable them to mobilize and involve others

For more information see podcast titled:
[Gathering Support and Influencing Others](#)

#7: Being Unprepared for Setbacks

The Problem:

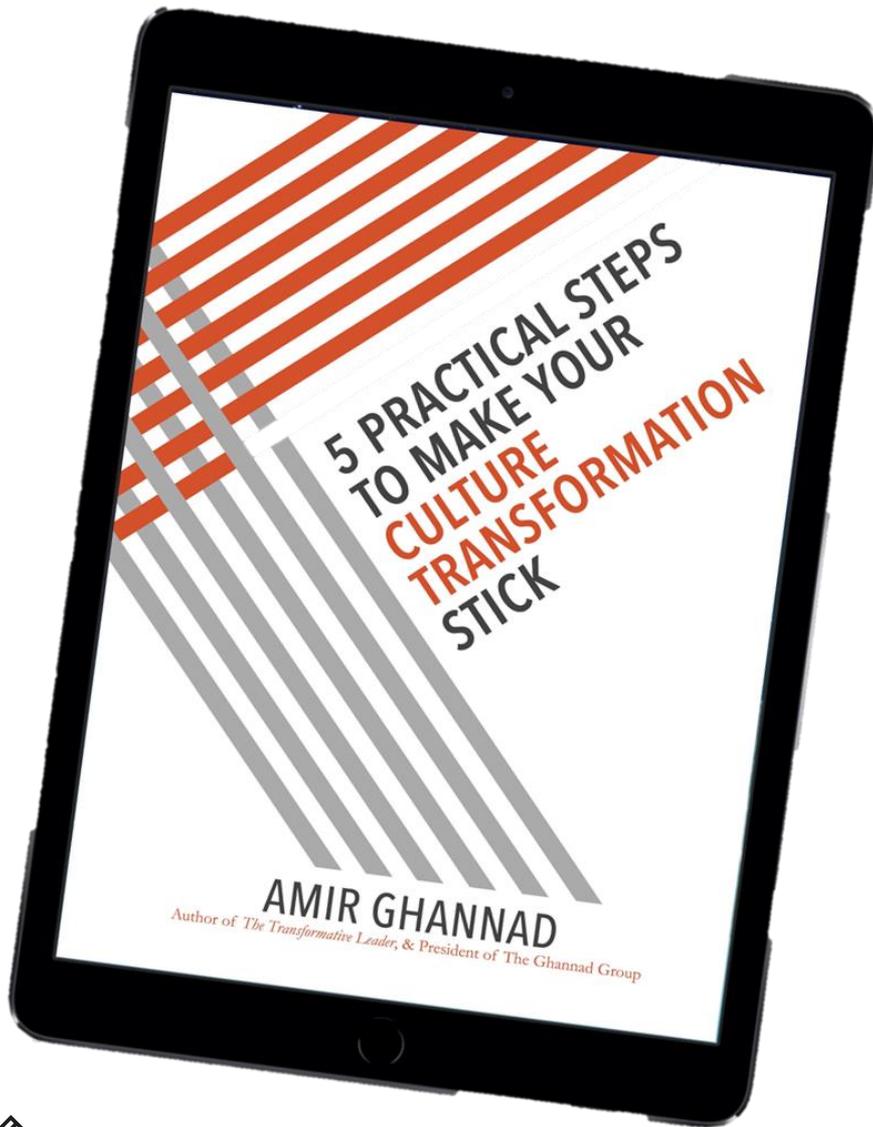
- The illusion that everything is going to go according to plan without any setbacks

The Solution:

- Let the participants know that the defining moments of their journey will be when they experience failures
- Distinguish “attachment” from “commitment”

For more information see blog post titled:

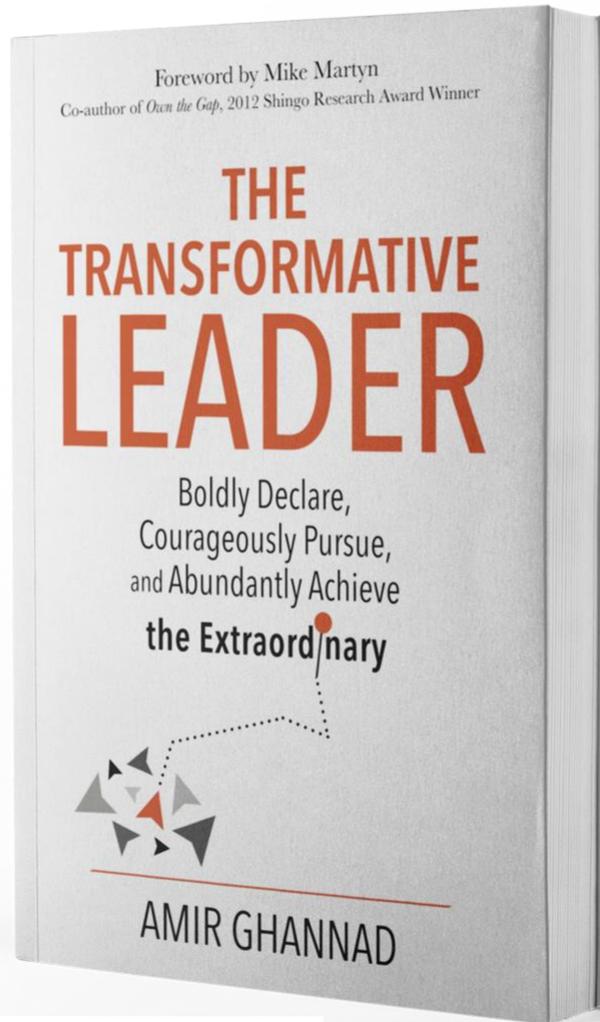
[The Transformative Leader's Guide to The Art of Failing](#)



Download a free copy of this
23 page e-book at
TheGhannadGroup.com/culture-ebook

1. Get clear on your own vision
2. Get others involved
3. Clarify what's in it for them
4. Issue a call to action
5. Fan the flames

DISCOVER THE TRANSFORMATIVE LEADER WITHIN



“Apply the principles in this impactful book and your life and your organization will transform.”

- **Mike Hoseus**, Co-author of *Toyota Culture: The Heart and Soul of the Toyota Way*

To order or download a free chapter, go to

TheGhannadGroup.com

*We guide leaders in creating
extraordinary cultures
that deliver breakthrough results*



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