



A New Approach to Leadership Development – Frequently Asked Questions

LeaderMessage is a unique approach to strengthening leadership in the workplace by using short coaching text messages to encourage better practice and in-work application of leadership ideas

Q: Are my contact details safe?

A: Yes. We work with an established provider of telecoms services who operate a strict security policy for all contact data. Details are not shared under any circumstances with any other party.

Q: Who is LeaderMessage suitable for?

A: The core programme fits junior and middle managers very well, but the process of LeaderMessage fits any level of the organisation. If there are specific target audiences then LeaderMessage can be designed to deliver appropriate content.

Q: Can I use LeaderMessage to support other initiatives (such as IIP accreditation)?

A: Yes. Any organisational focus that is important to be delivered through leaders can be supported with LeaderMessage. We provide a design service to create bespoke content as well as the off-the-shelf programmes.

Q: Can I use this in a global organisation?

A: Yes. Most countries are easily accommodated, though a small number of overseas systems incur extra cost to scale up.

Q: How do managers know what to expect?

A: We recommend providing a pre-programme workshop for participants and for their managers. This explains the process and the opportunities to gain the most from the learning. Senior managers receive a 'manager's guide' to help them prepare to support their participants most effectively.

Q: Does it take much time from the senior manager's schedule?

A: No. LeaderMessage is designed to be non-intrusive. The support from managers consists of informal questions and interest in what the participant is learning from the process. More formal reviews can be built into existing appraisals.

LeaderMessage F.A.Q Continued...

Q: How many managers can be accommodated on a programme?

A: There is no limit to the number of participants. This means wide scale focus is possible in an organisation with everyone getting the same message.

Q: Why SMS Text Messaging?

A: Text messaging is the fastest low-interruption method of communicating with people in organisations. Research shows 90% of texts are read within 3 minutes, which gives a potential impact on leadership awareness that beats any other kind of virtual development. LeaderMessage was designed in response to the need to ensure leadership development wasn't left behind in a workshop or training room, and using texts also ensures senior leaders are involved.

Q: How long is the programme?

A: Standard programmes last approximately 6 months. Participants receive about 3 messages a week at random intervals. Programmes can be tailored to any duration.

Q: What happens at the end of the programme?

A: We are developing an Alumni area. All participants completing the programme will be offered membership access at a minimal cost. This area will provide ongoing updates and new information, as well as access to a community of learners to share ideas, ask questions and learn from others experiences.

Q: What is the CSR offer?

A: LeaderMessage will offer charity and non-profit organisations free places on the standard programme for every corporate place that is sold.

Q: Where can I find out more?

A: Contact details for LeaderMessage are:

info@leadermessage.co.uk

t: 07540 138787

w: www.leadermessage.co.uk