

The Proven Path to Effective Influence



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The Situational Leadership® Model is a timeless, research-backed framework for developing high-performing teams and driving meaningful organisational change. Pioneered by The Center for Leadership Studies (CLS), over 70% of Fortune 500 companies have adopted this influential model, empowering more than 15 million leaders worldwide.

The Situational Leadership® Model, developed by Dr Paul Hersey in the late 1960s, revolutionised the way we understand and practice leadership. At its core, this model is built on the premise that there is no single best way to lead. Instead, effective leadership involves adapting the leaders style to meet the needs of the team and the situation at hand.

The Essence of the Situational Leadership® Model

The Situational Leadership® Model transcends cultural and generational differences and equips leaders around the globe with the skills necessary to drive behavior change and increase productivity. For more than 50 years, the Situational Leadership® Model has enabled leaders at all levels of the organisation to more effectively influence others.

The Situational Leadership® Model is based on the relationship between leaders and followers and

serves as a framework to analyse each situation based on:

- The amount of guidance and direction (task behavior) a leader gives
- The amount of socioemotional support (relationship behavior) a leader provides
- The Performance Readiness® Level that followers exhibit in performing a specific task, function or objective



The Situational Leadership® Model is the most practical on-the-job tool. The application from the course to the real work environment can begin immediately.



Lead Organisational Development Specialist, Regional Hospital System

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The **Situational Leadership® Model** has been adopted by over **70%** of Fortune **500** companies, empowering more than **15 million** leaders worldwide.

How It Works

In essence, leaders using the Situational Leadership® Model (see Figure 1) start with the task and the person responsible to perform it, then ask:

- How much task-specific knowledge, experience or skill does this person bring to the table?
- Is this individual confident, committed and motivated to perform this task?

Answers to these simple questions produce four combinations of ability and willingness (Performance Readiness®) that the leader can use as a starting point:

- **R1** "I need clear structure and direction."
- **R2** "I am inexperienced, but highly motivated, so I need both encouragement and direction."
- **R3** "I have a good understanding of what to do, but I need support."
- **R4** "I am motivated, competent and confident."

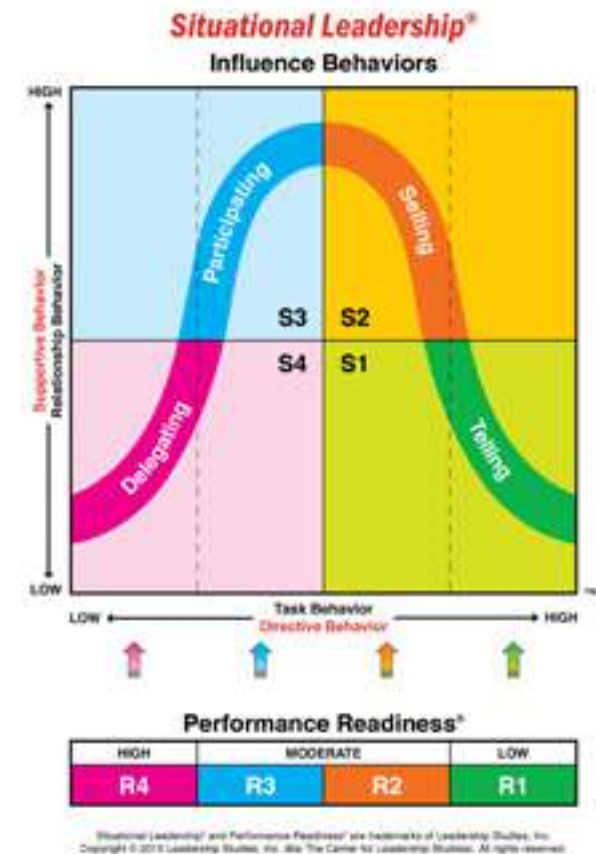
The leader then determines leadership style as a function of:

TASK OR DIRECTIVE BEHAVIOR: The extent to which a leader engages in defining roles, structuring activity and providing the what, where, when, how and, if more than one person is involved, who is to do what for a particular task.

RELATIONSHIP OR SUPPORTIVE BEHAVIOR: The extent to which a leader engages in two-way communication, facilitates interaction and actively listens.

Various combinations of task and relationship behavior define four leadership styles the leader can employ depending upon the assessment of Performance Readiness® level for the task in question:

- **S1** Telling or guiding: The leader leverages his or her base of experience to make decisions, provide direction and create movement.
- **S2** Selling or explaining: The leader clarifies decisions and recognises the enthusiasm of the follower in an effort to ensure understanding.
- **S3** Participating or involving: The leader and follower brainstorm alternatives in an effort to mutually establish alignment.
- **S4** Delegating or entrusting: The leader trusts the follower to leverage his or her base of experience to complete the task.



The Four Core Competencies of the Situational Leadership® Model

Situational Leaders learn to demonstrate four core, common and critical leadership competencies:

- Diagnose an individual's Performance Readiness® level to complete a specific task
- Adapt leader behaviour based on the diagnosis
- Communicate an influence approach in a manner that team members can both understand and accept
- Advance by managing the movement toward higher performance

How is the Situational Leadership® Model Relevant to Your Organisation?

The Situational Leadership® framework allows companies to adapt their leadership approach to the unique needs and capabilities of their team members. This flexibility is crucial for driving high performance and engagement across diverse teams.

- 1. Improved Employee Engagement:** By tailoring leadership styles to individual needs, companies can foster a culture of trust, empowerment, and continuous growth.
- 2. Enhanced Productivity:** Situational Leaders can diagnose performance challenges and apply the right level of direction and support to drive measurable results.
- 3. Accelerated Talent Development:** The Situational Leadership® Model equips managers with the skills to have meaningful performance conversations and unlock the full potential of their team members.

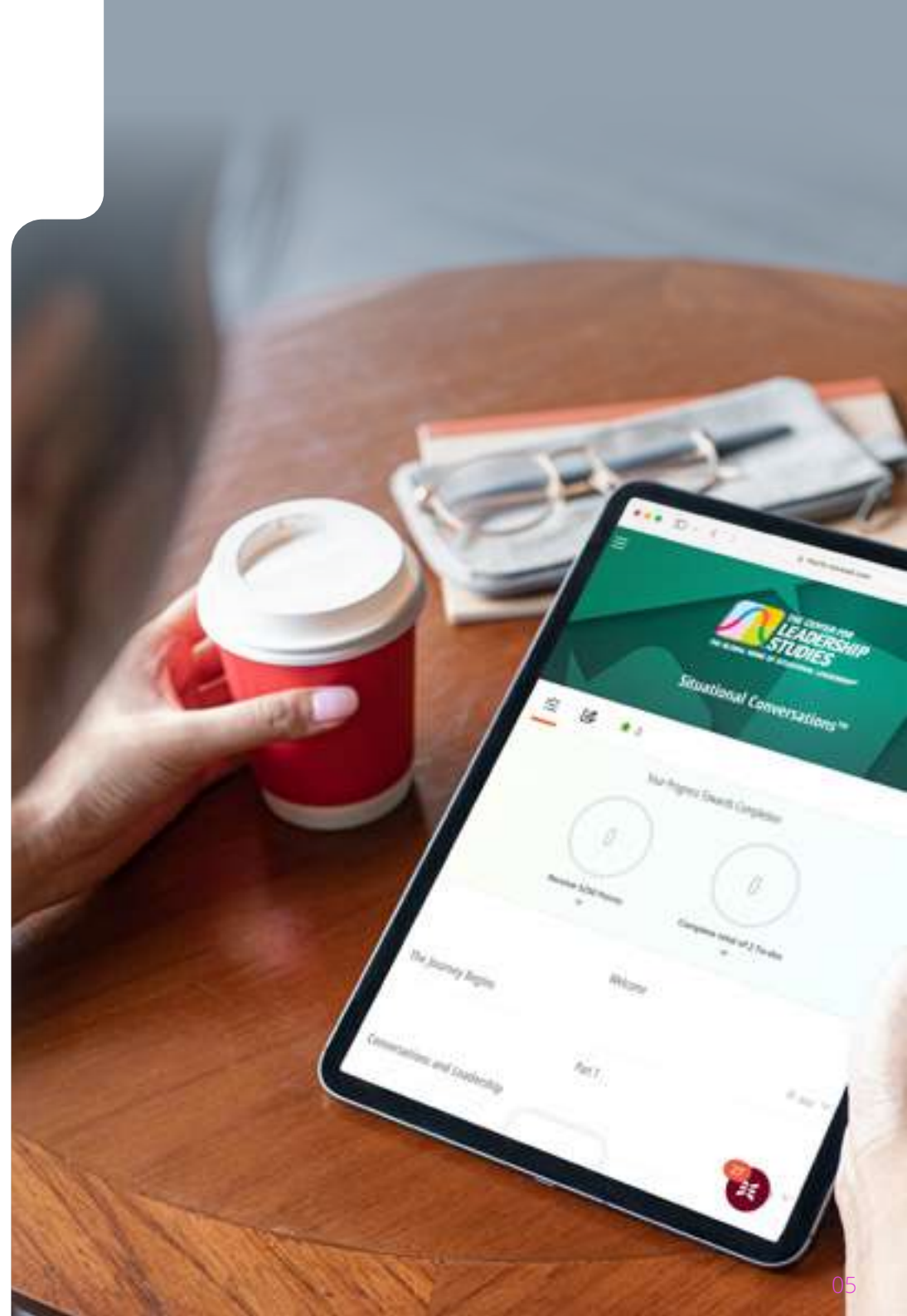
Overall, the Situational Leadership® framework enables companies to navigate complex, ever-changing business environments by empowering their leaders to adapt and respond to diverse situational needs. This proven approach has been adopted by over 70% of Fortune 500 companies for good reason.



Impact on Employees and Teams

The Situational Leadership® approach improves employee satisfaction in several key ways:

- Tailoring Leadership Styles to Individual Needs: By adapting their leadership approach to the unique developmental needs of each employee, Situational Leaders can provide the right amount of direction, support, and empowerment. This flexibility helps foster a culture of trust, growth, and engagement.
- Enhancing Communication and Feedback: Situational Leaders can keep employees motivated and satisfied by emphasising open, two-way communication between leaders and employees, setting clear expectations, providing frequent feedback and having meaningful performance conversations.
- Empowering Employees: As employees develop their skills and confidence, Situational Leaders delegate more responsibility and decision-making authority. This empowerment helps employees feel valued, autonomous, and invested in the organisation's success.
- Improving Team Dynamics: By adapting their leadership style to the needs of the team, Situational Leaders can build cohesive, high-performing groups. When employees feel supported, aligned around a common purpose, and able to work collaboratively, job satisfaction tends to increase.
- Driving Organisational Success: Ultimately, the Situational Leadership® framework helps organisations achieve their goals by optimising employee performance. When employees are satisfied, engaged, and empowered, they are more productive, creative, and committed to the company's mission. This leads to better business outcomes and a more positive employee experience overall.



The Impact of The Situational Leadership® Model

Since its inception, the Situational Leadership® Model has had a profound impact on the field of leadership and management. Its practical framework has been adopted by organisations worldwide, from corporate giants to small businesses, and across various industries, including healthcare, education, and governmental organisations.

The Situational Leadership® Model's emphasis on flexibility and responsiveness resonates with the dynamic nature of modern workplaces. In an era where change is constant and the ability to adapt is crucial, the Situational Leadership® approach offers a robust framework for navigating the complexities of leadership.



Proven Results Across Industries

The impact of the Situational Leadership® Model is well-documented across a wide range of organisations. For example, when a leading organisation in global construction implemented the Situational Leadership® framework, they saw remarkable improvements in team dynamics and business outcomes:

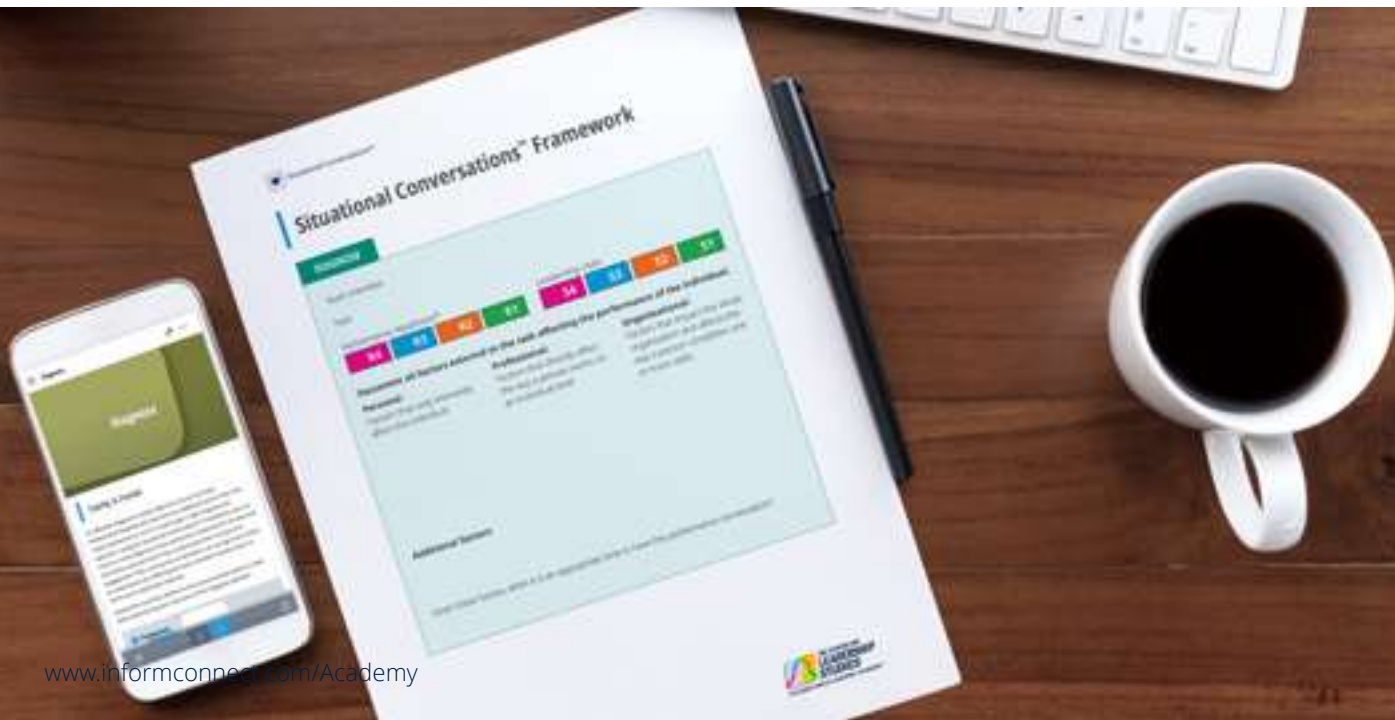
- Increased Employee Engagement: After training over 2,000 managers in the Situational Leadership® approach, the organisation saw a 12% increase in employee engagement scores.
- Improved Productivity: the organisation's sales teams became more agile and responsive, leading to a 15% increase in sales productivity.

- Enhanced Talent Development: the Situational Leadership® framework enabled the organisation's managers to have more meaningful performance conversations, resulting in a 20% increase in the company's internal promotion rate.

These results are consistent with the experiences of other industry leaders who have adopted the Situational Leadership® methodology. For instance, one organisation that provides domain registry and web hosting services has trained over 150 managers in the framework, achieving a 98% satisfaction rating and observing that their leaders have become more adaptable over time.

Award-Winning Leadership Training

As an internationally recognised provider of leadership training, Informa Connect Academy, in collaboration with the Center for Leadership Studies, offers unparalleled quality in leadership development. For eight consecutive years, The Center for Leadership Studies has been listed as 'Training Industry's Top 20 Leadership Training Companies'. Discover how Situational Leadership® training can empower your organisation's leaders to achieve your strategic objectives.



Master The Situational Leadership® Model and learn to adapt your leadership style to perfectly match the needs of your team and projects, maximising effectiveness.

Situational Leadership® Bootcamp

4 days

Lead with Confidence

Adapt Your Style, Build Trust, Drive Results

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