



The RBL Group

+ Custom Leadership Development

Leadership Capability Starts From the Outside In

When leadership capabilities reflect the expectations of customers and investors, those stakeholders gain confidence in your future. By developing a leadership brand using an outside-in approach—asking what your customers, investors, communities, employees, and managers want from the business and what your leaders can do to deliver it—you position your organization to grow in both customer share and market value.



Start with how leadership affects stakeholders

Being intentional in what you promise customers and stakeholders is the most important thing you can do when building leaders. RBL uses the six elements of the RBL Leadership Brand® Architecture to guide our leadership development work with clients.



Stand out against competitors and increase stakeholder value

When your stakeholders see your commitment to a firm brand identity, they become confident that your leaders have the capabilities to deliver on promises. You win with customers who trust your people to respond to their needs consistently and appropriately.



Partner with RBL's seasoned consultants to build leaders at all levels who have the necessary capabilities to deliver on stakeholder expectations. [Contact us.](#)

Building Leadership Capability

Organizations that develop leadership capability to build stakeholder confidence focus on two elements. The first is establishing a universal set of skills that applies to all leaders in any organization. The second element, the differentiators, are attributes that are unique to your organization.

The RBL Leadership Code®

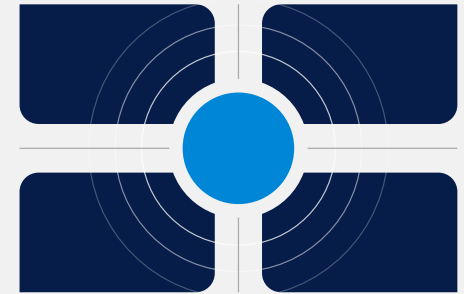
The RBL Leadership Code encompasses the essentials that all leaders must know and do to be effective. Our research shows that 60-70% of effectiveness is the same for all leaders. These are the five domains of the RBL Leadership Code:

- ✓ **Strategist**
Shape the Future
- ✓ **Executor**
Make Change Happen
- ✓ **Talent Manager**
Engage Today's Talent
- ✓ **Human Capital Developer**
Build the Next Generation
- ✓ **Personal Proficiency**
Invest in Yourself

The Differentiators

These are the attributes that make your leaders unique to your company. Your firm brand identity (in the eyes of your best customers) must be made real to customers and employees through leader behaviors.

- ✓ **Firm Brand Identity** 
- ✓ (e.g.) Innovation
- ✓ (e.g.) Simplicity
- ✓ (e.g.) Create Joy



The RBL Leadership Code® is a research-based synthesis of the critical knowledge, skills, and attributes essential for effective leadership. It goes beyond providing endless lists of individual competencies possessed by the world's most successful leaders by providing a unifying, contextual framework. Our model translates the complex to the simple, the mundane to the meaningful, and the abstract to the actionable.

Custom Leadership Development for Your Company

A transformative learning program tailored to your organization that develops the skills and attributes of leaders in 5 domains (strategist, executor, talent manager, human capital developer, and personal proficiency) to drive business results for internal and external stakeholders.”

Participants will learn to:

- Focus their leadership development around what their stakeholders want and need
- Utilize tools and frameworks to improve the leadership capabilities that will drive results
- Leverage research-based content that is applicable to their current job and roles

- 1 How can we offer leadership development for our organization that is customized to the needs of our leaders?
- 2 When off-the-shelf programs don't meet our unique needs, what are other options?
- 3 How custom is custom? Can I co-create the length, breadth, and activities included in a development program?



“One of the best trainings I've had in long time.”

- Recent Program Participant

Details



Audience:

- Executives, Directors, and High Potentials



Format:

- In-Person, Virtual, or Hybrid
- Flexible development modules combined with assessments, coaching, and follow-up support

By creating a variety of development experiences around the RBL Leadership Code®, we give your organization the flexibility to focus on building the skills that matter most for your business. RBL uses a collaborative process to adapt our proven content to meet your unique needs in the most impactful way possible. We also have deep experience in creating customized development experiences built around content specific to you. From topics that are central to your brand identity to emerging topics like agility and DE&I, we have the team to create an impactful program.

Process



You know your business and your leaders. We know how to challenge and engage executive leaders in leading global companies. Together, we will create, refine, and deliver a program that will help drive the culture changes needed to sustain and build your organization's future growth.

Content



RBL's leadership content is first and foremost actionable. While based on a powerful blend of cutting-edge research, RBL's deep experience in helping companies adapt these ideas so leaders can apply them makes sure the ideas we bring have impact in the business.

Delivery



RBL's facilitators excel at bringing the energy and creating the conversations needed for executives to really engage, reflect, and change.

This unique approach allows us to quickly create a powerful custom executive learning experience.



+ Custom Leadership Development

To inquire about our Leadership Development offerings:

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web: www.rbl.net

[Get Started](#)