



HICREO LEARNING STUDIO

STORY BOARD

What is leadership?

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STORYBOARD (SPECIFICATIONS)

DESIGN SPECIFICATION	
PROJECT NAME	What is leadership?
AUTHORING TOOL	www.hicreo.com
TARGET DEVICE	Desktop or Notebook
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What is leadership?

SLIDE #: 1

Introduction

(On-Screen)



(Visual Note)

- chess_king.jpg
- Text as shown

(Programming Note)

- When the "Start" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

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What is leadership?

SLIDE #: 2

Introduction

(On-Screen)



(Visual Note)

- img_Newton-pendulum balls.jpg or looping video
- Text as shown

(Programming Note)

- When this page loads, play audio intro_1, intro_2, and intro_3.
- At the end of the audio intro_3, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

intro_1

Regardless of your position in life, at some time, like it or not, you will find yourself in a position of leadership. It may be at work heading up a committee or accepting a new management position, it may be in a church group, in a professional organization or even a social setting. For many of us, it will be in our homes where, as parents, we have a critical leadership role to play.

intro_2

As the quote says, leadership is not about "position", or for that matter, title. It is about action. It is about who we are and our actions, our deeds, how we treat others, how we make decisions, how we listen to others, how we accept responsibility for our actions and hold ourselves accountable; this is who we really are. As leaders, we must realize that every action is a reflection of our character, our integrity and our ability to be noble, caring human beings.

intro_3

We all have a leadership role to play and we each must make a conscious choice as to how we are going to lead our lives. How are we going to live? What choices will we make? How will we treat others and will we seek to help those less fortunate than us?

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What is leadership?

SLIDE #: 3

Introduction

(On-Screen)



(Visual Note)

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- Text as shown

(Programming Note)

- When this page loads, play audio intro_4 and intro_5.
- At the end of the audio intro_5, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

intro_4

So what is leadership? One great definition is: "Leadership is the art of leading others to deliberately create a result that wouldn't have happened otherwise."

intro_5

It's not just the creation of results that makes good leadership. Good leaders are able to deliberately create exciting results by enlisting the help of others. They can single handedly turn failing companies into Fortune 500 organizations. They can change company cultures. Good leadership is an essential key to organizational success.

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What is leadership?

SLIDE #: 4

Introduction

(On-Screen)

LEARNING OBJECTIVES



Define essential competencies for all levels of leadership



Define leadership styles



Identify types of leadership roles

Click on each objective to learn more.

Next

(Visual Note)

- When this page loads, each objective box fades-in in .5 second interval.
- Text as shown

(Programming Note)

- When this page loads, play audio intro_6 and intro_7.
- At the end of the audio intro_7, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

intro_6

This course introduces varying aspect of leadership and identify traits that will prepare you to successfully lead others from any level within an organization, internally and externally, for mutually acceptable solutions.

intro_7

At the end of this course, you will be able to: Define essential competencies for all levels of leadership. Define leadership styles. And identify types of leadership roles.

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What is leadership?

SLIDE #: A1

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP

Leaders aren't born, they are made. And they are made just like anything else,
through hard work. And that's the price we'll have to pay to achieve that goal,
or any goal.
—Vince Lombardi

Next

(Visual Note)

- Choose appropriate image for BG.
- Text as shown
- The Lombardi's quote fades in after 2 seconds.

(Programming Note)

- When this page loads, play audio a_1.
- At the end of the audio a_1, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

a_1

So, let's think for a moment. What are the characteristics of a good leader? And what makes a good leader?

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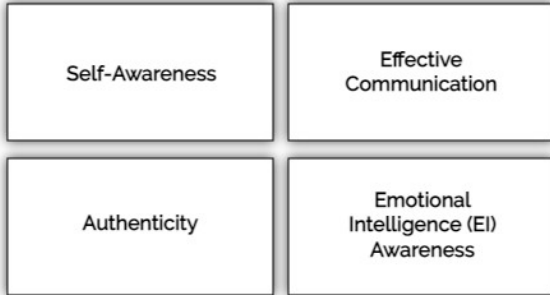
What is leadership?

SLIDE #: A2

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP



Click on each competency to learn more.

Next

(Visual Note)

- When this page loads, each competency box fades-in in .5 second interval.
- Text as shown
- At the end of the audio 010, the instruction will appear.

(Programming Note)

- When this page loads, play audio a_2 and a_3.
- When each box is clicked, its respective information popup appears.
- When all four boxes are clicked, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

a_2

There are four essential competencies that all levels of leaders must stride to acquire. They are: self-awareness, effective communications, authenticity, and emotional intelligence (EI) awareness.

a_3

But, before we learn about the four essential competencies, let's have a moment to think about a person or leader that inspires and motivates you. What make that person stand out?

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What is leadership?

SLIDE #: A3

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP

Self-Awareness ✕

- Intimate knowledge of your inner emotional state
- Preferences and biases
- Strengths and your weaknesses
- Working in flow or over worked.
- Capabilities and your limitations

(Visual Note)

- As shown

(Programming Note)

- When the Self-Awareness popup loads, play audio a_4 and a_5.
- When the "x" button within the popup is clicked, the popup disappear
- If the "x" within the popup is clicked before the audios are fully played, the popup disappears and all audios stop.

Audio Track

Narration Script

a_4

Self-Awareness begins with understanding who you are. You have an intimate knowledge of your inner emotional state. You know your preferences and biases. You know your strengths and your weaknesses.

a_5

You know when you're working in flow and you know when you're over worked. And lastly, you know yourself, including your capabilities and your limitation, which allow you to push yourself to your maximum potentials. Do all these impact your ability to provide leadership to others? Most certainly!

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What is leadership?

SLIDE #: A4

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP

Effective Communication ✕

- Listen first
- Non-verbal cues
- Your voice
- Understand and engage audience

(Visual Note)

- As shown

(Programming Note)

- When the Effective Communications popup loads, play audio a_6, a_7, a_8, a_9, a_10, and a_11.
- When the "x" button within the popup is clicked, the popup disappears.
- If the "x" button within the popup is clicked before the audios are fully played, the popup disappears and all audios stop.

Audio Track

Narration Script

a_6

Self-Awareness begins with understanding who you are. You have an intimate knowledge of your inner emotional state. You know your preferences and biases. You know your strengths and your weaknesses.

a_7

You know when you're working in flow and you know when you're over worked. And lastly, you know yourself, including your capabilities and your limitation, which allow you to push yourself to your maximum potentials. Do all these impact your ability to provide leadership to others? Most certainly!

a_8

We reveal clues to our unspoken intentions or feelings through our physical behavior--through body posture, gestures, facial expressions, and eye movements. This is typically subconscious behavior that provides clues about attitude or state of mind".

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What is leadership?

SLIDE #: A5

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP

Effective Communication ✕

- Listen first
- Non-verbal cues
- Your voice
- Understand and engage audience

(Visual Note)

- As shown

(Programming Note)

- When the Effective Communications popup loads, play audio a_6, a_7, a_8, a_9, a_10, and a_11.
- When the "x" button within the popup is clicked, the popup disappears.
- If the "x" button within the popup is clicked before the audios are fully played, the popup disappears and all audios stop.

Audio Track

Narration Script

a_9

Next, use your voice. Voice is how you sound in your speech, your writing, your messaging and framing. Voice is the manifestation of genuineness. Those behaviors and actions and idiosyncrasies that make you and allow you to lead from a place of confidence, assurance and passion. Voice is weaving your stories and experience and view of the world into how you lead and how others perceive you. Your voice is uniquely, absolutely yours.

a_10

Be really clear about what you want, what you envision for your teams and organizations, and then figure out how to "say" it out loud - in person, in text, in actions. Your leadership voice becomes stronger and more confident, as you become better influencer.

a_11

Lastly, the ability to engage your audience - an individual or a group - is a key element of effective communication. Understand your audience, and use that understanding to tailor your communication. Read" your audience and be sensitive to nonverbal cues. Listen carefully, using paraphrasing to confirm your understanding. Use questions to encourage interaction and allow time for audience response - even if it means remaining silent.

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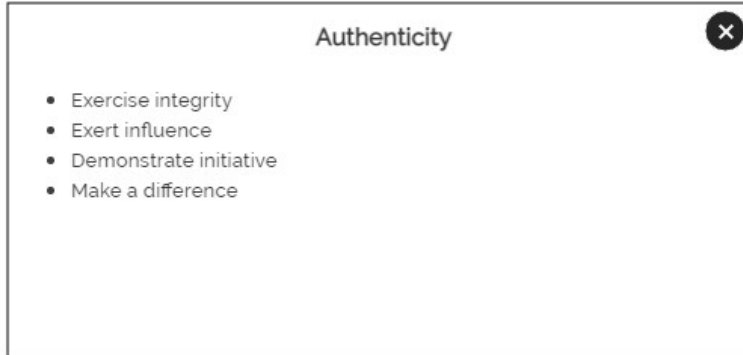
What is leadership?

SLIDE #: A6

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP



(Visual Note)

- As shown

(Programming Note)

- When the Authenticity popup loads, play audio a_12, a_13, a_14, and a_15.
- When the "x" button within the popup is clicked, the popup disappears.
- If the "x" button within the popup is clicked before the audios are fully played, the popup disappears and all audios stop.

Audio Track

Narration Script

a_12

Why do people lead? People lead for different reasons. The one thing they have in common is passion - passion for life and for what they do. You don't need a title to be a leader. Of all the facets of character, integrity might be the most critical - it builds valuable trust between people - and yet also the most esoteric. To exercise integrity: Examine your moral principles. Assess the degree to which you adhere to your own moral code. Establish a code of values and behaviors for your group members. And lead by example.

a_13

It goes without saying that leadership is influence and the best leaders are those who are positive influencers. This isn't a skill that someone has to be born with but more likely a series of intentional efforts. Now more than ever, organizations need leaders that remain positive even when faced with hardships and challenges. Maintaining a positive outlook on the future of business, rather than giving in to negative energies, is critical in maintaining team-wide morale and enthusiasm.

a_14

When you do your job - any job - with initiative and determination to make a positive difference, you become a leader. You're able to direct yourself effectively and powerfully. You know how to get things done, how to organize tasks, and how to avoid procrastination. You know how to generate energy for projects, to calm yourself when angered. You can make decisions quickly when necessary, but can also slow to consider all the options on the table.

a_15

Great leaders don't set out to be a leader. They set out to make a difference. It's never about the role, always about the goal. The primary value in value-based leadership is other-centeredness - to be more concerned about other people and the organization than oneself. So in other words, the leader's job is to fulfil the agenda, the role, and the vision of the organization, not his/her personal agenda.

What is leadership?

SLIDE #: A7

Essential competencies for all levels of leadership

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP

Emotional Intelligence Awareness ✕

- Self awareness
- Social awareness
- Self management
- Social skills

(Visual Note)

- As shown

(Programming Note)

- When the Emotional Intelligence popup loads, play audio a_17, a_18, a_19, a_20, and a_21.
- When the "x" button within the popup is clicked, the popup disappears.
- If the "x" button within the popup is clicked before the audios are fully played, the popup disappears and all audios stop.

Audio Track

Narration Script

a_17

Most leadership traits tie directly into emotional intelligence. Leaders with high emotional intelligence are intrinsically more self-aware. They understand their mental processes and know how to direct themselves. They're more in touch with what they're deeply passionate about. They naturally care more for others and receive more compassion in return. They're more socially in tune.

a_18

Leadership is more often than not about "soft skills" rather than hard skills. Yes, a leader who understands what drives the bottom line is valuable. Yet it's the leader who can get others to perform at their best who ultimately creates winning organizations. Self-Aware people take notice of and anticipate their thoughts and feelings and use that information productively.

a_19

Understanding social networks and key influencers in that social network is another key part of leadership. Who in the organization has the most clout, both officially and unofficially? Who moves the hearts of the group?

a_20

With self-management, You're able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.

a_21

Leaders who do well in the social skills element of emotional intelligence are great communicators. They're just as open to hearing bad news as good news, and they're expert at getting their team to support them and be excited about a new mission or project. Leaders who have good social skills are also good at managing change and resolving conflicts diplomatically. They're rarely satisfied with leaving things as they are, but they don't sit back and make everyone else do the work: They set an example with their own behavior.

What is leadership?

Instructions: Choose the correct answer and submit your answer by clicking "Submit".

- a. creation of results in the absence of employees
- b. successful completion of all given tasks
- c. art of leading others to deliberately create a result

Submit

Feedback

Correct

That's correct. Leadership is the art of leading others to deliberately create a result that wouldn't have happened otherwise.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

Leaders aren't born, they are made.

Instructions: True or False. Choose the correct answer and submit your answer by clicking "Submit".

- a. True
- b. False

Submit

Feedback

Correct

That's correct. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve that goal, or any goal.

Try Again

That's incorrect. Please try again.

Additional Setting

Randomize Answer Order

Attempt

Unlimited

Which of the following is NOT a leadership competency?

Instructions: Choose the correct answer and submit your answer by clicking "Submit".

- a. Decisiveness
- b. Self-Awareness
- c. Emotional Intelligence Awareness
- d. Effective communication

Submit

Feedback

Correct

That's correct. Leadership competencies are Self-Awareness, Effective Communication, Authenticity, and Emotional Intelligence Awareness.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

What is leadership?

SLIDE #: AS

Essential competencies for all levels of leadership - Summary

(On-Screen)

ESSENTIAL COMPETENCIES FOR ALL LEVELS OF LEADERSHIP

SUMMARY

In this learning objective, Define essential competencies for all levels of leadership, you've learned the following characteristics of a good leader:

- Self-Awareness
- Effective Communication
- Authenticity
- Emotional Intelligence Awareness

Next

(Visual Note)

- Text as shown

(Programming Note)

- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

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What is leadership?

SLIDE #: B1

Leadership Styles

(On-Screen)

LEADERSHIP STYLES



"Styles are tailor made to different situations. Different leaders must have their own styles and these styles must be able to adapt to different people and situations".
—John Ng

Click on each leadership style to learn more.

Next

(Visual Note)

- Choose appropriate image for BG.
- Text as shown
- Leadership style boxes appear in .5 second interval, followed by Ng's quote.

(Programming Note)

- When this page loads, play audio b_1.
- When all boxes are clicked, the "Next" button appears.
- Each clicked box has a "checked" mark on it.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

b_1

Leaders come in many styles, each with its own characteristics. Click on each leadership style to learn more.

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What is leadership?

SLIDE #: B2

Leadership Styles

(On-Screen)

LEADERSHIP STYLES

Autocratic Leadership ✕

Oldest style of leadership

Directive behaviors: Master says "Do it," the subordinate says "as you wish." It reminds me of the stereotypical relationship between an aristocratic Englishman and his butler.

Makes decisions alone: The autocratic style basically translates to one person usually making the decisions and the subordinates following the orders. This type of leadership style works well in places that require obedience or in hands-on work such as the military or farming.

Focused: An autocratic style works well in high pressure situation and emergencies but in the long-term it doesn't foster communication in the workplace.

(Visual Note)

- As shown

(Programming Note)

- When this page loads, play audio b_2
- When the "x" button within the popup is clicked, the popup disappears and all audio stops.

Audio Track

Narration Script

b_2

Autocratic or authoritarian leadership represents an ultimate power dynamic in which choices are directed entirely by a single individual. Such leaders typically operate within the confines of their own ideas and preferences, disregarding input from those they manage.

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What is leadership?

SLIDE #: B3

Leadership Styles

(On-Screen)

(Visual Note)

- As shown

LEADERSHIP STYLES

Bureaucratic Leadership ✕

Rules Oriented: The bureaucratic leadership style is concerned with ensuring workers follow rules and procedures accurately and consistently. Bureaucratic leadership normally has the following characteristics: Employees are rewarded for their ability to adhere to the rules and follow procedure perfectly.

Insecure: Managers gain instant authority with their position, because rules demand that employees pay them certain privileges, such as being able to sign off on all major decisions. As a result, leaders suffer from 'position power'. Leadership development becomes pointless, because only titles and roles provide any real control or power.

Impersonal: Leaders expect employees to display a formal, business-like attitude in the workplace and between each other.

(Programming Note)

- When this page loads, play audio b_3
- When the "x" button within the popup is clicked, the popup disappears and all audio stops.

Audio Track

Narration Script

b_3

Bureaucratic leadership is a hierarchical system that focuses on protocol and respect for authority. It seeks to create organized structures in the workplace, setting expectations of employees based upon their superiors' roles and responsibilities within the organization.

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What is leadership?

SLIDE #: B4

Leadership Styles

(On-Screen)

(Visual Note)

- As shown

LEADERSHIP STYLES

Laissez-Faire Leadership ✕

Laissez-Faire literally means 'leave alone to act freely'.

Permissive: Laissez-faire applies well to creative industries, such as fashion, film and media. However, this style isn't just great for creative industries, but it's also useful in the professional jobs such as doctors, lawyers, architects and teachers.

Allow staff to act autonomously: Individuals in these professions have learned a great deal on how to manage their work, therefore they are given a lot of responsibility but it is left to them on how to manage this duty.

Leader doesn't lead: Unlike the other leadership styles, the success of this leadership style depends largely on the subordinates, rather than the leaders; motivated workers can make the system a success, while unorganized or inept workers will result in an unproductive workplace

(Programming Note)

- When this page loads, play audio b_4.
- When the "x" button within the popup is clicked, the popup disappears and all audio stops.

Audio Track

Narration Script

b_4

Laissez-faire leaders exhibit a great deal of faith in their team, allowing them to take ownership and use the resources at hand to reach objectives. This hands-off approach is both empowering for employees and allows space for creative problem-solving - an effective balance between trust and guidance that pays off!

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What is leadership?

SLIDE #: B5

Leadership Styles

(On-Screen)

(Visual Note)

- As shown

LEADERSHIP STYLES

Democratic Leadership ✕

This type of leadership style is the most popular in our 21st century.

Promotes the sharing of responsibility, the exercise of delegation and continual consultation: Manager effectively delegate tasks to subordinates and give them full control and responsibility for those tasks. Manager encourages others to become leaders and be involved in leadership development.

Open / engaging communication: Manager welcomes feedback on the results of initiatives and the work environment. The great thing about this leadership style is that it takes everyone's input into account. This way no team member feels left out and it enables them to follow a decision they helped to implement.

Seeks input (but has final authority): Manager seeks consultation on all major issues and decisions.

(Programming Note)

- When this page loads, play audio b_5.
- When the "x" button within the popup is clicked, the popup disappears and all audio stops.

Audio Track

Narration Script

b_5

Democratic leadership emphasizes active involvement from those being led. This style of management encourages conversation and collaboration for decisions, empowering personnel to contribute feedback that can be used in the decision-making process.

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What is leadership?

SLIDE #: B6

Leadership Styles

(On-Screen)

LEADERSHIP STYLES

Paternalistic Leadership ✕

A type of fatherly managerial style typically employed by dominant males where their organizational power is used to control and protect subordinate staff that are expected to be loyal and obedient. A manager with a paternalistic leadership style might be appropriate for a business with a more formal and hierarchical structure where creative thinking is not required of staff.

Autocratic Leadership: Leaders have a legitimate right to exercise authority over subordinates, and that each subordinate has a moral duty to obey the superiors. It is therefore expected that leaders are willing to take final decisions, and that leaders carry out a close monitoring of workers.

Benevolent Leadership: The supervisor's legitimate right to lead is matched by loving care and respect for the individual employee. The essence is to create harmony in relations between leaders and the followers, and to create a balance between subordination and care.

Moral Leadership: Moral leaders treat people fairly, respect agreements, exhibit kindness and are not abusing their authority. Moral leadership is related to the leader's moral character and ability to act as a role model for the employees.

(Visual Note)

- As shown

(Programming Note)

- When this page loads, play audio b_6.
- When the "x" button within the popup is clicked, the popup disappears and all audio stops.

Audio Track

Narration Script

b_6

Autocratic or authoritarian leadership represents an ultimate power dynamic in which choices are directed entirely by a single individual. Such leaders typically operate within the confines of their own ideas and preferences, disregarding input from those they manage.

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Which leadership style is concerned with ensuring workers follow rules and procedures accurately and consistently?

Instructions: Choose the correct answer and check your answer by clicking "Submit".



- a. Autocratic
- b. Bureaucratic
- c. Democratic
- d. Paternalistic

Submit

Feedback

Correct

That's correct. The bureaucratic leadership style is concerned with ensuring workers follow rules and procedures accurately and consistently.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

Which leadership style depends largely on the subordinates, rather than the leaders?

Instructions: Choose the correct answer and check your answer by clicking "Submit".



- a. Autocratic
- b. Laissez-Faire
- c. Democratic
- d. Paternalistic

Submit

Feedback

Correct

That's correct. Laissez-Faire literally means 'leave alone to act freely'.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

Which leadership is the oldest style of leadership?

Instructions: Choose the correct answer and check your answer by clicking "Submit".



- a. Autocratic
- b. Bureaucratic
- c. Democratic
- d. Paternalistic

Submit

Feedback

Correct

That's correct. The autocratic style basically translates to one person usually making the decisions and the subordinates following the orders.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

What is leadership?

SLIDE #: BS

Leadership Styles - Summary

(On-Screen)

LEADERSHIP STYLES

SUMMARY

In this learning objective, Define leadership styles, you've learned the following five leadership styles:

- Autocratic
- Bureaucratic
- Laissez-Faire
- Democratic
- Paternalistic

Next

(Visual Note)

- Text as shown

(Programming Note)

- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

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What is leadership?

SLIDE #: C1

Types of leadership roles

(On-Screen)

TYPES OF LEADERSHIP ROLES

"Rosa Parks had no idea of the impact she would have on history when she refused to give up her seat to a white man on that bus in Montgomery, Alabama. Yet her actions and courage changed the course of our nation's history."
—Mark Sanborn

Next

(Visual Note)

- Choose appropriate image for BG.
- Text as shown
- The Lombardi's quote fades in after 2 seconds.

(Programming Note)

- When this page loads, play audio c_1 and c_2.
- At the end of the audio c_2, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

c_1

A leadership role is a position that requires you to manage people, situations, and items effectively and ethically. Although a leadership role can be both formal and informal, every aspect and type of leadership within an organization functions to shape and guide the organization.

c_2

Strong leadership in the workplace can improve performance, morale and the potential for success. Both formal leaders and informal leaders can lead an organization to these improvements. If you're aspiring to take on a higher-level position at your job or just wish to develop leadership qualities, it's important to understand these types of leadership and how they differ from each other.

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What is leadership?

SLIDE #: C2

Types of leadership roles

(On-Screen)

TYPES OF LEADERSHIP ROLES

Formal Leadership

- Authority inherent in position
- Respect for the position
- Limited ability to challenge status quo
- Risk adverse

Next

(Visual Note)

- Choose appropriate image for BG.
- Text as shown
- The Lombardi's quote fades in after 2 seconds.

(Programming Note)

- When this page loads, play audio c_3 and c_4.
- At the end of the audio c_4, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

c_3

Formal leadership is a circumstance in which an individual is the officially recognized head of a group or organization. This type of leadership relates to a job title, so it's the professional responsibility of formal leaders to motivate their subordinates and take charge of the factors that may lead to the success of the organization, such as resource allocation and decision-making.

c_4

The CEO of a corporation is an example of a formal leader. The CEO is responsible for directing all resources and operations and making decisions that lead the company to profitability. Also, as the highest-ranking executive of the organization, they officially have more authority than others within the company.

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What is leadership?

SLIDE #: C3

Types of leadership roles

(On-Screen)

TYPES OF LEADERSHIP ROLES

Informal Leadership

- Influential without a title
- Broad organizational network
- Flexibility to challenge the status quo
- Takes risks

Next

(Visual Note)

- Choose appropriate image for BG.
- Text as shown
- The Lombardi's quote fades in after 2 seconds.

(Programming Note)

- When this page loads, play audio c_5 and c_6.
- At the end of the audio c_6, the "Next" button appears.
- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

c_5

Informal leadership is when an individual does not have official status as a group's leader, but other group members see them as and consider them to be a leading force. Informal leaders tend to be experienced and knowledgeable, so they're the ones people seek for answers and guidance. Often, they've earned the status of informal leader by developing strong relationships with the people around them and proving themselves, through actions, to be reliable and trustworthy.

c_6

An example of an informal leader is a colleague who's well known for their intelligence, wisdom and interpersonal qualities. This person isn't necessarily a high-ranking member of the organization, but others respect them and typically go to them for advice and knowledge about procedures. In meetings, they might frequently offer actionable insights that lead to the resolution of problems. If they provide instruction, others often heed it willingly.

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Broad organizational network

Instructions: Formal or Informal. Choose the correct answer and check your answer by clicking "Submit".

- a. Formal
- b. Informal

Submit

Feedback

Correct

That's correct.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

Takes risks

Instructions: Formal or Informal. Choose the correct answer and check your answer by clicking "Submit".

- a. Formal
- b. Informal

Submit

Feedback

Correct

That's correct.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

Risk adverse

Instructions: Formal or Informal. Choose the correct answer and check your answer by clicking "Submit".

- a. Formal
- b. Informal

Submit

Feedback

Correct

That's correct.

Try Again

That's incorrect. Please try again.

Incorrect

That's incorrect.

Additional Setting

Multiple Response

Randomize Answer Order

Attempt

Unlimited

What is leadership?

SLIDE #: CS

Types of leadership roles - Summary

(On-Screen)

(Visual Note)

- Text as shown

TYPES OF LEADERSHIP ROLES

SUMMARY

In this learning objective, Identify types of leadership roles, you've learned the following:

- Formal leadership
- Informal leadership

Next

(Programming Note)

- When the "Next" button is clicked, the page fades out and navigates to the next page.

Audio Track

Narration Script

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