

2024



**TANZANITE**  
LEADERSHIP DEVELOPMENT™



# LEADERSHIP TRAINING & DEVELOPMENT PROGRAMS



[www.tanzaniteleadership.com](http://www.tanzaniteleadership.com)



# CONTENTS

02	WHY TANZANITE?
04	TOPICS/COURSE CATALOG
04	COURSE CATALOG
06	TRAINING DELIVERY
07	OTHER PROGRAMS & SERVICES
08	ABOUT ERIC SWENSON
09	ABOUT TANZANITE

# WHY TANZANITE?

Leadership today isn't about just following the status quo —it's about shaping the future. Traditional leadership programs and MBA educations can't keep pace with the dynamic workplace. Tomorrow's leaders must embody agility, transformation, and emotional intelligence.

Enter the Tanzanite Development Programs - where today's leaders evolve into tomorrow's gems.

Our program is crafted to seamlessly blend your existing business and management knowledge with cutting-edge concepts that form the bedrock of leadership success. Tailored for both current leaders and those destined for leadership roles, Tanzanite empowers you with:

## **Communication Mastery:**

Transforming managers into leaders through powerful communication skills.

## **Performance Excellence:**

Best practices for performance management, expectation-setting, and the art of swift course correction.

## **Talent Magnetism:**

Unlock the secrets to superior hiring and selection, building a team that propels your organization forward.

## **Team Alchemy:**

Forge peer accountability and foster genuine team players to supercharge your team's performance.

And that's just the beginning.

The truth is, leadership skills can be cultivated, and Tanzanite is the crucible where greatness is forged.

Whether you're looking for training delivered on-site or virtually, coaching, or strategic advisory - Tanzanite helps you go from managing to leading.



Our team is inspired by the quarterly leadership training Eric Swenson provides to our leaders.



Trish Williams, Chief Risk Officer  
*CBC Federal Credit Union*



# PROGRAM TOPICS



Our day-long workshops combine one or more topics, which are grouped into seven competencies.

Virtual/Zoom sessions are generally one topic only.

## Communication Skills

*The heart of leadership is the ability to communicate effectively.*

Decoding The Power of Gratitude	Making 1-on-1 Meetings Meaningful
Feedback at a Higher Level	Trust: The Leadership Superpower
Fundamentals of Work Communication**	Using Social Media to Your Advantage
Having Tough Conversations	

## Fundamentals of Managing People

*People get promoted into leadership because they're the hardest worker, the best in sales, or kiss the most a\*\*. This competency transforms employees into leaders.*

Creating Accountability	Managing Remote Employees
The Accountability Cycle	Managing Remote Employees Accelerator
Character & Ethics	Performance Management Today
Creating High Performing Teams	Performance Management: The Next Level
FakeWork & TWI	Understanding the Value of Soft Skills
Managing People: Values & Expectations**	

## Interviewing & Hiring

*The most important thing any leader does is hire. But 90% of managers have never had formal training in how to interview and hire!*

How to Interview	How to Select the Best Candidate
Advanced Interviewing Strategies	Onboarding Techniques
Creating an Employee Value Proposition	Talent Acquisition Strategies

# PROGRAM TOPICS, cont.



## The Everyday Manager

*Managers have to be good at the 'blocking and tackling' part of leadership - delegating, terminating, retention, and more.*

Retention Strategies	Weaknesses
State of the Workforce	How to Reflect and Plan
Delegation	HR Issues for the Non-HR Manager
How to Discipline & Discharge	Retention Strategies

## Leading Your Workplace

*Beyond leading people is leading the workplace. Culture, engagement and intrapreneurship are all critical components for a leader to have success.*

Change Management	Happiness & Positivity in the Workplace
Developing Employees From Within	Developing Future Leaders
The Power of Recognition	Understanding How to Lead Leaders
Defining & Creating a Culture	Corporate Social Responsibility
Basics of Employee Engagement	

## The Self Development Transformer

*These topics are designed to help develop the entire person, not just leadership skills. Thus people become a more effective, holistic leader.*

Critical Thinking Skills	Becoming a Destination Leader
The Importance of Purpose	Time Management
The Power of Recognition	Balancing Work-Life
Belonging, Energy, Importance	The Focus Sequencer
Kolbe® & Leadership Style	Put Your Oxygen Mask on First
Personal Motivation	Resilience

# PROGRAM TOPICS, cont.



## Advanced Leadership Skills

Topics and programs for the veteran manager and those who have completed the Managing People series.

Impactful Leadership Skills**	The Five A's Accelerator
Creating Leadership Presence	The Art of Coaching
Becoming a Courageous Leader	Emotional Intelligence
Managing Your Best Employees	From Managing to Mentoring
The Five A's of Great Employees™	

## HOW TRAINING IS DELIVERED

### Workshops

Our workshops typically run 6-7 hours in a day and combine two or more program topics. Workshops are conducted in person at the location of your choice, usually on a quarterly basis.

The workshops are highly interactive and involve pre-work prior to the workshop, breakout sessions and plenty of space for individual questions or to discuss organizational challenges.

### Virtual/Zoom Programs

We provide virtual sessions of 1-2 hours. (We find that more than two hours of video training loses its effectiveness.) Our virtual programs are normally presented monthly.



# OTHER PROGRAMS & SERVICES

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## Coaching

Augment your skills on a one-on-one basis with our team of skilled coaches virtually on a weekly, bi-weekly or monthly basis at a highly affordable price. Coaching isn't just for top executives any more. Some of the benefits of working with a Tanzanite Coach:

- Gain clarity on your strengths and weaknesses
- Develop strategies to improve performance and productivity
- Receive constructive feedback on your leadership style and communication skills
- Learn effective decision-making techniques
- Develop better time management and organizational skills



## New Manager Program

The 2-day Tanzanite New Manager Program is designed to take the first steps of leadership development for newly promoted (or soon-to-be promoted) leaders. Some of the topics:

- Defining your unique goals and values
- Understanding the principles of leading people
- Making the transition from team member to leader



# About Eric Swenson

"Anyone who's intellectually curious and innately humble can be an effective leader."



Workforce strategist, author, and speaker - Eric Swenson is acknowledged as a leading expert on leadership and the workforce. His work has led to improved performance, stronger employee engagement and greater customer satisfaction for businesses throughout North America.

His first book, *Managing People in the 21st Century*, was published in 2004 and updated 16 years later. His second book, *The 5 A's of Great Employees*, argues that experience and education are far less important in today's workforce than intangible attributes.

A sought-after speaker, he speaks frequently to organizations and conferences on topics ranging from leadership and management, to workforce trends and issues. He has conducted seminars for professional organizations and is a popular keynote speaker at conferences and conventions.

Eric oversees two companies he founded: Tanzanite Leadership Development and Symmetry HR Outsourcing. Since 2003, these brands have provided leadership training and human resources oversight for more than 300 businesses and nearly 30,000 client employees representing virtually every industry from start-ups to major organizations.

He has managed hundreds of employees and interviewed thousands of job candidates in his career.

Prior to launching his company, Eric had a 17-year corporate career, where he worked in sales, marketing, training and senior management.

He was born in Los Angeles and grew up in nearby Arcadia. An Eagle Scout, he is a graduate of the University of the Pacific, where he majored in English and communications and was Student Body President at the College of the Pacific. He's currently working on his newest book, *Weaknesses*.



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Eric's delivery and thought provoking discussion provided our team with the opportunity to see things from a unique viewpoint, while allowing our managers a safe environment to discuss difficult topics.

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Randy Moore, President  
*Jacmar Foodservice Distribution*





# About Tanzanite Leadership Development

*Contemporary leadership for today's leaders.*

Tanzanite is created by leaders for leaders. We didn't study leadership in a classroom, or regurgitate someone else's content; we have and continue to lead people every day.

Thus we are uniquely situated to understand and design programs and concepts for today's leaders.

Whether you're a person looking to develop your leadership skills or an organization looking to elevate your management team, we have a unique process designed with a simple concept: *One Size Fits One.*

This isn't simply taking a generic class. We're here to work with your innate skills, talents and needs. We're a holistic solution to upgrading your leadership skills. We provide dozens of trademarked tools that you can immediately apply to your own team as soon as you return from each workshop. These tools bridge the critical gap between concept and theory and actual practice.

For more information, please visit [www.tanzaniteleadership.com](http://www.tanzaniteleadership.com)



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