

Facts About DDI

- > DDI has trained and developed nearly 16 million leaders worldwide. Each day, more than 1,500 leaders benefit from one or more of our leadership systems. Their newly acquired skills have influenced the work lives of more than 210 million people.
- > Organizations have hired nearly 24 million people using DDI's selection systems.
- > DDI has worked with organizations in every industry, including manufacturing, health care, government agencies, finance/insurance, aerospace, pharmaceutical, technology, telecommunications, and consumer goods and services.



Leading and Working in a New "Green" Economy

As stated in the White House website <http://www.whitehouse.gov/issues/energy-and-environment/>, the President's goal is to develop "an American clean energy industry." Two strategies are described to achieve that goal:

- > Drive the development of new, "green" jobs that pay well and cannot be outsourced.
- > Invest in the next generation of energy research and development to transition to a clean energy economy.

According to a report by the U.S. Conference of Mayors and Global Insight, a Boston-based research company, the "green" economy could soon become the nation's fastest growing job segment.

Resources, including competitive grants for "green" jobs training through the American Recovery and Reinvestment Act, are focused on creating this new economy.

However, technical training is not enough. Talent Management is essential in the new "green" economy. A proactive management of both **people and**

technology coupled with the right work environment will drive business results.

What skills do leaders in "green" industries need?

How will they lead a multi-generational workforce of individual performers and team members?

What responsibilities will workers in "green" industries have beyond the technical ones?

And what does the right work environment look like?

They may work in the evolutionary, technology-driven green industries, but they are **not exempt** from some common human challenges.

Employee engagement is the currency of the new economy and a competitive advantage. Engaged, committed workers of all ages work harder, innovate more, stay longer and produce better business results. Engaging employees has a positive impact on both performance and retention.

MEMBER:
DDI EDUCATION PARTNERS' NETWORK



**Center
for Workforce
& Economic
Development**

Courtyard Center
4800 Preston Park Boulevard
Plano, TX 75093
972.599.3130



DDI's Education Partners' Network is a collaboration with education providers across the United States. Our network includes more than 325 community colleges and technical schools, secondary education systems, colleges, universities, and other organizations who provide education and training to local business and industry. DDI is a Sustaining Partner of the National Council for Continuing Education and Training, an affinity group of the American Association of Community Colleges.

DDI EDUCATION PARTNERS' NETWORK

WHAT ARE THE COMMON FACTORS THAT MOTIVATE AND ENGAGE EMPLOYEES?

- > Aligned effort – Continuous communication on what employees should be doing on the job and how their goals connect directly to the organization’s goals.
- > Personal empowerment – Sustain a feeling of job ownership and commitment by giving employees clear responsibility, authority to make decisions, and the tools to measure results.
- > Teamwork and collaboration – Maintain good, productive relationships within, and across, workgroups.
- > Growth and development – Provide meaningful development plans that leverage or build strengths, and opportunities for enriching tasks and assignments.
- > Support and recognition – Show appreciation for ideas, efforts and accomplishments of employees, and provide regular and candid feedback.

RESPONSIBILITIES OF LEADERS IN “GREEN” INDUSTRIES

- > Communicating requirements.
- > Leading change.
- > Encouraging innovation.
- > Selecting great employees.
- > Building successful teams that deliver results.
- > Leading and retaining a multi-generational workforce.

It’s a lot to ask of any leader; but the fast-paced, continually evolving, critical “green” economy -- and its evolving businesses -- demands these skills of its leaders – even the new ones.

In order to be successful, leaders need to build strong basic skills in communicating, coaching, meeting leadership, and employee engagement. They must develop the skills that will propel their teams and organizations to success. Creating a work environment that is based on trust, builds collaboration, and encourages innovation is critical. Without this environment, productivity decreases, the organization becomes

less nimble, and low morale can lead to turnover. No business can afford that!

Leaders must help team members establish and take responsibility for performance, ensuring the team is focused and committed to helping the organization achieve its goal.

RESPONSIBILITIES OF WORKERS IN “GREEN” INDUSTRIES

- > Work collaboratively with less direct supervision.
- > Use two-way communication skills and successfully deal with communication barriers.
- > Appreciate the synergy possible when people with diverse skills and motivations work together.
- > Leverage one another’s knowledge and skills.
- > Experience change without a loss in productivity or performance.

A recent study reported the startling response that team members in many businesses feel that technical and interpersonal skills are equally important to success; and their confidence in interpersonal skills lags behind their confidence in their technical abilities.

Everyone benefits when interpersonal skills are strong – workgroups are more productive and peers communicate and collaborate more effectively. The result:

- > Increased productivity.
- > Innovation.
- > Higher levels of engagement and satisfaction.
- > Alignment between leaders and teams.

And success of the most important business initiatives.

DDI’S SOLUTIONS

LEADING and WORKING in the NEW “GREEN” ECONOMY

A Recommended Curriculum for:	COURSES
EXPERIENCED LEADERS These courses build skills in more challenging situations.	<ul style="list-style-type: none"> - Essentials of Leadership™ (Prerequisite) - Adaptive Leadership - Accelerating Business Decisions - Building an Environment of Trust™ - Leading High-Performance Teams - Motivating Others - Retaining Talent - Valuing Differences
NEW LEADERS These courses help the new leaders in green-collar businesses build basic, day-to-day tactical leadership skills. They also examine their strengths and development needs and create an action plan to manage their own development.	<ul style="list-style-type: none"> - Getting Started as a New Leader - Essentials of Leadership™ (Prerequisite) - Achieving Your Leadership Potential™ - Coaching for Improvement™ - Coaching for Success™ - Leading Change™ - Making Meetings Work™ - Resolving Conflict™
HIRING MANAGERS	<ul style="list-style-type: none"> - Essential Interviewing SkillsSM
TEAM MEMBERS, INDIVIDUAL CONTRIBUTORS, INFORMAL LEADERS	<ul style="list-style-type: none"> - Communicating with Impact (Prerequisite) - Embracing Change - High-Impact Feedback and Listening - Navigating Beyond Conflict - Networking for Enhanced Collaboration - Taking the HEAT - Working as a High-Performing Team - Valuing Differences

™ Web-based version available