

Leadership 201 Action Learning Assignment

Develop a Marketing Plan for the Leadership Development Program

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The Leadership Design Team has taken a first look at this issue and has a number of preliminary products for this issue. Based on the work of the Design Team, we would like a second, fresh perspective on developing a marketing plan for the Leadership Development Program to add richness to the final product that will be presented to the Leadership Steering Team in July, 2001.

Attached are a number of preliminary documents that have been compiled by the Leadership Design Team including:

- Expected behaviors of USGS employees
- Core leadership competencies in USGS
- Competencies (the what) and Expected Behaviors (the how) [The Linkage]
- Leadership Development Action Plan
- Leadership Development Design Plan

Please review these documents but don't be constrained by these documents. Take a fresh look at this information and create your view of an effective marketing plan for the Leadership Development Program.

- Review the Leadership Development Design Plan approach to organization awareness. Identify advantages and disadvantages of approach
- Identify other potential strategies and rationale
- Identify methods by which the Leadership Development Program area can leverage the organization's resources to aid in the overall vision: *To create a leadership-centered culture throughout USGS in order to emphasize the importance of people in the USGS to ensure high-quality science for the benefit of society*
- Anticipate the questions, concerns, issues that employees may have about new leadership behaviors and core competencies. Identify methods by which to resolve each. Develop talking points to aid supervisors in responding/ coaching employees