

Media Release

For Immediate Release

Promoting Authentic Leadership Retains Top Talent; Adds to Employee Engagement, Performance and Productivity

*DeGroot School of Business and Niagara Institute's Leading with Authenticity
3-day program enhances authentic leadership*

Burlington, ON, September 19, 2011 – Authentic leadership helps organizations retain top talent and leads to a more productive workforce. Leadership authenticity is particularly important when conflicting social and business pressures are integrated with every day work life. While most leaders aspire to be authentic, authentic leadership training helps them understand what it means to be authentic and develop a plan to makes themselves more authentic more consistently.

“Authentic leaders show self-awareness, are transparent in their decision making, and demonstrate consistent integrity,” says Maureen Brown, senior facilitator at The Niagara Institute. “Authenticity contributes to the level of trust and confidence people have in their leader and to employee engagement, performance and productivity.”

Leading with Authenticity is designed in partnership between DeGroot School of Business at McMaster University and the Niagara Institute (The Conference Board of Canada). The three-day program and six-week post-program practicum enables leaders to

- increase awareness of their authentic values and competencies;
- improve skills that enhance authentic leadership
- understand their impact on others, and improve their interpersonal effectiveness
- develop resilience and maintain authenticity in the face of stress.

“Becoming an authentic leader requires a journey of discovery in a broad range of leadership situations,” says Teal McAteer, associate professor of human resources and management at the DeGroot School of Business. “It requires self-awareness, the practice of one’s values and the ability to manage workplace change and stress without compromising one’s values. In this way, the authentic leader can continue to successfully solve problems, motivate, and lead.”

The Leading with Authenticity program will take place November 2 to 4, 2011, at the new state-of-the-art DeGroot Ron Joyce Centre in Burlington, Ontario. This executive training facility has been specifically designed to encourage collaboration and enrich the learning experience.

Program registration is \$5,250 (+ HST) per person and includes course material, assessment tools and meals. For more information or to register, visit the Leading with Authenticity website: <http://niagarainstitute.com/public-programs/leading-with-authenticity.aspx>.

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About the DeGroot School of Business: The DeGroot School of Business has earned a strong reputation as a centre for academic excellence and innovation. McMaster University, a world-renowned research-intensive university, fosters a culture of innovation and a commitment to discovery and learning in teaching, research and scholarship.

About the Niagara Institute: The Niagara Institute is Canada's leading provider of comprehensive leadership development, insights and coaching. The Niagara Institute's unique approach creates a personal, profound and highly effective experience that provides leaders with the key skills and behaviours required to guide organizational success. The Niagara Institute is a division of The Conference Board of Canada, Canada's foremost independent, not-for-profit applied-research organization for economic trends, public policy issues and organizational performance.

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