



Jenny  
Bailey

# LOGICAL LEADERSHIP

## A Leadership Development Program Geared for Engineers

**Logical Leadership** empowers your engineers to reach their full potential as leaders, for stronger performance at all levels – and greater profits.

**Jenny Bailey** knows the engineering industry – its challenges and rewards – because she's been there.

Jenny is obsessed with fulfilling the potential of the engineering sector through dramatic leadership improvement, taking a structured approach to creating stronger leaders.

That's why she's developed this no-nonsense program from an engineer's perspective, using a practical formula to improve communication, leadership and performance.

**Logical Leadership** is grounded in evidence-based principles for guaranteed results.

**Jenny Bailey is one of Australia's only leadership experts with an engineering degree**

# ARE YOU TIRED OF LEADERSHIP DEVELOPMENT THAT DOESN'T UNDERSTAND ENGINEERS?

Most leadership development programs simply don't speak a language engineers understand; nor do they provide a logical, principle-based approach.

So how do you ensure the leaders in your organisation are developed to their full potential? **Logical Leadership** program demystifies leading and managing for engineers.

## Logical Leadership Achievement Model

Organisation Type	Leadership Style	Organisation Performance	Result
Consistently Outstanding	Quality, Repeatable & Reliable Leadership	90% +	Inspiring
Incomplete	Quality but inconsistent	75%	Confident
Early Stage	Commenced leader development	50%	Mediocre
Random	Haphazard self-learned	40%	Frustrating
Deficient	Unappreciated	<30%	Chaotic

"See improved performance in your team with the Logical Leadership approach."

## AN ENGINEERING BLUEPRINT FOR LEADERSHIP PERFORMANCE

Strong leaders are encouraged with specific guidance on how to lead your organisation's teams in a way that fits with your company's structure and processes. This results in consistent practices across your company, easing transitions between managers and achieving high employee engagement and group performance.

The Logical Leadership program takes your engineers' leadership performance from random to reliable.

## HOW DOES THE LOGICAL LEADERSHIP COACHING PROGRAM CREATE STRONGER LEADERS?

**Engineering is a highly specialised industry, so an approach to leadership development needs to be just as specialised.**

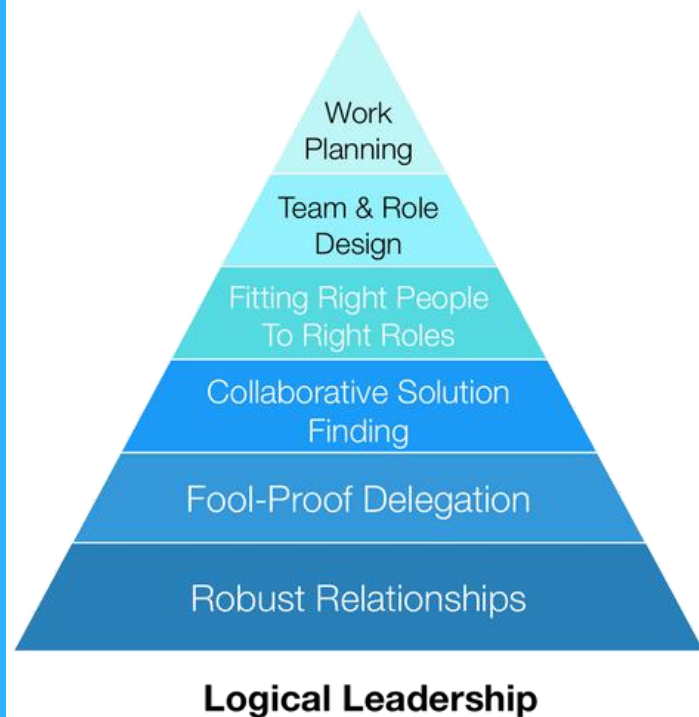
Jenny Bailey's engineering background equips her to provide a logical approach to leadership.

### The program is based on the Logical Leadership Model.

Knowing engineers work best with principles and repeatable procedures, the Logical Leadership program follows a reliable formula that includes:

- Universal managerial principles
- Aligning accountabilities and authorities
- Getting clear on how does what
- Fitting right people to right roles
- Collaborative solution finding
- Fool-proof delegation
- Powerful and efficient meetings
- Dealing with difficult people
- Delivering 'No offence' feedback
- Robust relationships
- 'No-Lose' solutions

And with flexible scheduling, the program is designed to fit in with your allocated training times.



## WHAT'S COVERED IN YOUR PROGRAM?

**The Logical Leadership program is available in 3 streams:**

### *The Logical Leadership workshops*

- 3 x 2-hour workshops on the management formula
- 3 x 2-hour workshops on the communication formula
- 1 x 1-hour tutoring session for each attendee to follow-up and clarify learnings

### *The Logical Leadership and Coaching Package*

- 3 x 2-hour workshops on the management formula
- 3 x 2-hour workshops on the communication formula
- 1 x 1-hour tutoring session for each attendee to follow-up and clarify learnings
- 6 months of intensive, one-on-one coaching for EACH attendee to cover the Logical Leadership principles, accommodate individual leadership needs and address the mindset formula

### *The Logical Leadership Coaching Only Package*

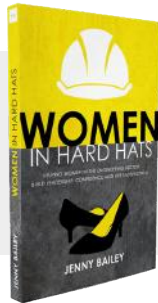
- 6 months intensive one-on-one coaching covering ALL elements of Logical Leadership

**Strong leadership creates company-wide success and peak performance at all levels.**

## WHO IS JENNY BAILEY?

Jenny is one of the few leadership experts in Australia with an engineering degree and an MBA. Jenny has held executive level roles at Rio Tinto, Sinclair Knight Merz, Yarra Valley Water and KPMG, where she excelled in managing and mentoring teams. She now combines her expertise in logical leadership as a speaker, coach, mentor and trainer with her passion for helping engineers to become outstanding, innovative leaders in their industry.

Jenny offers group and individual coaching and mentoring that deliver straightforward, structured procedures gained from her real-world engineering experience.



**Jenny is the author of Women in Hard Hats: Building Leadership, Confidence and Life Satisfaction**

## WHAT OTHER ORGANISATIONS SAY

*"Jenny has improved efficiency and effectiveness in our team. Her coaching was sensitive, structured and logical in leveraging her quality engineering and utilities experience. I can recommend Jenny to anyone who wishes to fundamentally improve their leadership potential and seeking to enjoy their work even more through better relationships."*

**- Mike, Jemena**

*"Jenny is a compassionate coach who generously shares her deep knowledge on leadership. Before working with Jenny I doubted my ability to advance my career and was unclear on my career focus. After working with Jenny, I have clarity on where I want to go and am making positive and concrete steps to get there. I would definitely recommend Jenny to anyone that was considering taking their career to the next level. She's a gem! Thanks Jenny!"*

**- Sarah, Melbourne Water**

*"After taking on an underperforming team that was not aligned with our corporate culture and lacking accountability during a time of rapid change and growth, I engaged Jenny to complete a review of the structure, recommend changes and assist with implementation both as a trainer/coach and facilitator. This resulted in employee engagement and alignment with our culture improving significantly and a much happier and effective team."*

**- Chris, Westfarmers**

## SEE IMPROVED PERFORMANCE OR YOUR MONEY BACK

The Logical Leadership program has a full money-back guarantee. If you don't see improvement in the performance of your engineering team, we will refund your investment.

**Call Jenny today on 0408 400 659 to find out more.  
Or you can email [jenny@jennybailey.com.au](mailto:jenny@jennybailey.com.au) to set up a meeting.**

**Logical Leadership - for reliable, repeatable results.**