



## **From the Leadership / Effective Management Series: Brand the Leader Called “You”**

Status quo thinking is Latin for “the mess we're in” and today's leaders can't be content with current levels of achievement. Besides your leadership skills, what does your cultural climate say about your organization. “Cubicle creativity” and robot-like thinking deenergize morale and enthusiasm along with leaders who don't walk their talk. These motivational and interactive programs challenge participants to look at their own leadership styles, teach you how to foster leadership in others, and suggest organizational changes needed to impact cultural climates. This program is available as a keynote, half day, day long or series format.

In this program, you will learn:

- ★ How to maximize your individual leadership skills and style
- ★ The answer to three questions all great leaders in history can answer
- ★ Your *Personal Effectiveness Scale* and specific areas you need to improve
- ★ How to develop a personal mission statement for your life to help guide your focus and actions
- ★ Areas you can improve within your specific industry or organization
- ★ How to create a personal leadership plan that you can use to enhance your profession, career and home life.

*“Strategy is important but the same strategy executed by two different leaders will have different results. The new model of leadership is someone with the highest ethical standards, who can lead by example, and who can build a strong effective team around him or her. Those are the hot buttons now, rather than the cowboy riding in to provide the magic answer to the company.”*

Sydney Finkelstein, professor of strategy and leadership at Dartmouth's Tuck School of Business and an expert on why leaders fail

*“We cannot control the parade of thoughts marching through our minds. But we can choose which ones we will give our attention to. Picture your thoughts as people passing by the front door of your home. Just because they are walking by doesn't mean you have to invite them in.”*

Gladys Edmunds, Entrepreneur, Author.