

Steve Gladis Leadership

An Advisory Group for Executives and their Teams

Presents

A Year of Leadership ~ Achieving the Leadership Triangle



Leadership Development has transformed from predefined training courses into a core business strategy for organizational success. Companies that get leadership right can now demonstrate superior financial results. The success of your organization lies with your employees, the future leaders you develop, and the teams you build. Individual contributors will neither propel the organization forward nor create a sustainable business model. Employees and teams at all levels of the organization are expected to lead, work collaboratively, and deal with complex business issues, as well as address the evolving needs of the workforce. Is your organization set up for success?

Bottom Line: Leaders make or break cultures, and cultures make or break companies.

The Steve Gladis Leadership (SGL) program 'A Year of Leadership ~ Achieving the Leadership Triangle' provides your organization with a comprehensive approach to establishing a culture of leadership. The approach aligns with critical success factors found in top leadership companies such as GE, IBM, Coca Cola, Unilever, and UPS, to include the following:

- Leadership Development is a core value in the organization.
- Sufficient time, planning, and resources are allocated accordingly.
- Support starts at the top and is carried through to all levels of the organization.
- Organization is committed to developing the next generation of leaders.
- Leaders model desired behaviors, such as collaboration, communication, creating an environment of trust, and accountability.

Once your organization is committed, SGL works with your organization to accelerate leadership transformation.

What’s at risk for your organization if Leadership Development is not addressed?

- Recent research by Hay Group has revealed that less than a quarter of business leaders believed their organization’s talent management processes would deliver the future leaders they need. In fact, as many as 70% of them felt that their talent management had to change.
- Over the next decade, the U.S. expects to see the retirement of 75 million workers – including 50% of the CEOs of major organizations. The available talent to replace them and other exiting executives will need to be picked from the next generation of just 45 million.
- Poor leadership is a financial liability.
 - Poor leadership/low satisfaction is the primary reason for 80% of employee departures from a company.
 - Dissatisfied employees turn over more frequently, and the best leave first because they have the most options.
 - Dissatisfied employees cost the organization: 27% more absenteeism; 51% more theft; and 62% more accidents.

Alternatively, what are the potential benefits of Leadership Development?

- Good leadership drives employee satisfaction, thereby increasing productivity by 18% and profitability by 12%.
- Strong leadership helps attract and retain top leadership talent while also reducing talent expenditures.
- Leadership Development enables the growth of leadership talent from within – fostering an internal management “farm team.”
- Leadership Development motivates employees by providing opportunities to lead, learn, and receive feedback, rather than relying solely on financial compensation for short term gains.

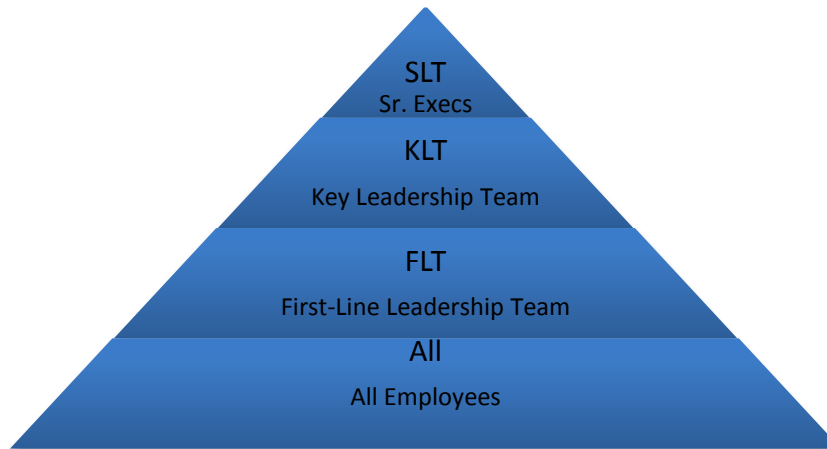
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According to recent research from the Hay Group on the Top Leadership Companies, Leadership Development is a strategic investment. Take a look at how some of the best invest annually:

IBM ~\$700M	McDonalds ~\$480M	GE ~\$400M
Walmart ~\$50M	Unilever ~\$17M	UPS ~\$15M

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How can SGL help you achieve the Leadership Triangle for your organization?



Baseline Leadership Assessment

- Interviews with CEO and key leadership project manager
- Interviews with a predefined subset of key leaders & employees
- Oral report to CEO on baseline assessment findings with recommendations

Kickoff ~ A Year of Leadership: All Employees Meeting (1/2 day)

- CEO and Senior Leadership Team commit to the organization
- Motivational presentation of *The Trusted Leader* by author and speaker, Steve Gladis
- CEO presents every employee with a copy of *The Trusted Leader*

(SLT) Senior Leadership Team

- SLT monthly on-site executive team coaching (1/2 day)
- Two private executive coaching sessions/month for Executive Sponsor

KLT) Key Leadership Team

- Up to 15 cross-functional leaders (other than the SLT members)
- Quarterly meetings to collaborate on current leadership challenges
- Participation in two SLT meetings for exposure and development

(FLT) First-Line Leadership Team

- All First-Line Leaders in the organization
- Course offerings developed with SLT, aligned with leadership goals
- Quarterly workshops resulting in corporate leadership certificate

Why partner with Steve Gladis Leadership?

Steve Gladis Leadership coaches champions in business and government – executives and executive teams who want to take their organizations' leadership to the next level. *No great athlete would ever consider getting to the next level without a coach. Why should it be any different for business, government, or associations?*

- **Experience.** SGL has proven results coaching executives and teams both in government and industry. We have seen our clients not only move to the next level, but also become leadership champions – leaders of leaders. Steve Gladis is a seasoned keynote speaker for executive groups and conferences on such leadership topics as trust, agility, positivity, corporate communications, teams, and persuasion.
- **Knowledge.** Steve Gladis is the author of 16 books on leadership and communication, a nationally ranked leadership blogger (*Survival Leadership*), and a professor of leadership and communication at George Mason University.
- **Community Focus.** SGL's 'Commitment to the Community' incorporates goodwill into every client partnership. The 2011 SGL Commitment is to give 25%, one out of every four dollars, of our annual net income back to the community. In the spirit of partnership, SGL will also donate 10% of that net income in our clients' names to any one of several community-based funds at the Community Foundation for Northern Virginia.

Who is Steve Gladis?



Steve Gladis serves as president and CEO of Steve Gladis Leadership, a leadership development firm focused on helping leaders achieve both success and significance through executive coaching, training and development, and motivational speaking. At George Mason University, he teaches a Leadership Communication series to first-line and mid-level leaders. Author of 16 books on leadership and communication, Steve is a former member of the University of Virginia's faculty and served as an Associate Dean and the Director of the University's Northern Virginia Center. He is currently an executive coach for the Darden Business School's Executive MBA program. Dr. Gladis has his doctorate in education and is a certified coach with the International Coach Federation. A former FBI special agent and US Marine Corps officer, he is also a committed civic and academic leader. Steve serves on the Executive Boards of both the Fairfax County Chamber of Commerce and The Community Foundation for Northern Virginia and is active in philanthropic activities in the Greater Metropolitan Washington, DC, area. His company donates 25% of its annual net profits back to the community.

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Visit our blog

<http://survivalleadership.blogspot.com/>

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<http://twitter.com/SteveGladis>

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<http://www.youtube.com/user/sgladis>

APPENDIX

Leadership Course Offerings

Leadership Communications Series

- Team Writing
 - Learn how to produce more powerful results-oriented documents
- Powerful Presentations for Leaders
 - Learn content and delivery skills necessary to become a dynamic, credible public speaker
- Persuasion and Influence for Leaders
 - Learn the skills, strategies, and approaches of persuasion to enable you to better lead people and accomplish your goals
- Leadership Communication Styles
 - Learn about different communication styles and how they affect others
 - Understand the differences that others bring to any team or organization and how to appreciate and use those differences to strengthen the group

Leadership Action Series

- Coach-Approach to Leadership
 - Learn how to use the Coach-Approach action method to lead others
- Team Decision Making
 - Learn the power of appreciative inquiry when approaching team problems or issues
- Getting Results
 - Learn about the Trust Triangle and Monroe's Motivated Sequence to achieve greater results
- Motivating and Sustaining Performance
 - Learn the skills to motivate people and how transparency and clear leadership communication can produce a sustained performance