

# THE AUTHENTIC LEADER

Executive Leadership Development For A Competitive Edge

What distinguishes top performers in your industry from the rest of the pack?

## Great executive leaders!

Of course, these companies may attribute their *strategic advantage* to elements such as:

- High levels of sustained productivity
- Continual innovation
- Unwavering customer focus
- A superior supply chain
- Ready access to capital

But nothing will give you a **strategic edge that endures** like effective leadership that starts at the top and permeates every level of your organization.

**So, the real question is this, "How can your company develop great executive leaders?"**



*"Leadership development is first and foremost self-development. Becoming a leader begins with an exploration of the inner territory as we search to find our own authentic voice."*

—Jim Kouzes and Barry Posner  
from *A Leader's Legacy*

**The Authentic Leader is a powerful executive leadership development process** that fosters proven leadership competencies and perspectives that equip your senior team to secure and maintain a competitive edge.

Together, your senior team learns to create a leadership culture that promotes employee engagement, high productivity, and continual innovation.

We accomplish this by helping your senior people shift their thinking:

### **From**

- Being cautious and playing not-to-lose
- Controlling and dictating
- Criticizing others or remaining detached
- Going along to be liked

### **To**

- Achieving results and playing –to-win
- Bringing out the best in others
- Productively engaging with people
- Being courageously authentic

### Great Leaders Versus Good Leaders

*A recent study on leadership effectiveness by Jack Zenger and Joseph Folkman revealed that the top 10% of leaders created double the net income generated by leaders in the next 80%.*

**Fulcrum**

## 7 Results Your Executives Will Take Away From *The Authentic Leader*

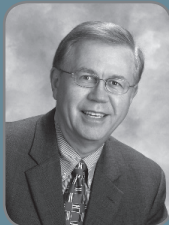
By completing our leadership development process your executives will be able to:

1. Keep your organization focused on achieving extraordinary results.
2. Contribute to a strong senior team that truly leads the company.
3. Inspire your workforce to action through the power of shared vision.
4. Create a culture of employee engagement, ongoing innovation, and high productivity.
5. Confront their own limiting beliefs and negative behaviors.
6. Help direct reports increase their potential.
7. Develop leaders at all levels of the organization.

### Your Presenters

#### Ian Cook, MILR, CSP

For over 20 years Ian has been helping executives and managers grow their effectiveness as leaders. He also facilitates retreats that build the capacity of leadership teams.



#### Scott Campbell

Scott is a noted leadership development specialist with more than 10 years experience. As author, speaker, and trainer, Scott works internationally helping executives and managers unlock their leadership potential.



## Program Overview

The Authentic Leader combines the best of both individual and team involvement through a four-step process.

### Step 1: Individual Assessment

The process begins with each team member having their current leadership effectiveness assessed using a powerful 360° diagnostic tool called **The Leadership Circle Profile (TLCP).**\*

TLCP pinpoints critical developmental data that correlates with business success. Unique to The Leadership Circle Profile, both behavior and underlying beliefs are assessed. It quickly surfaces vital information that allows your executives to make rapid change and real advances in their leadership effectiveness.

\*The Leadership Circle Profile and The Authentic Leader workshop were developed and are owned by The Leadership Circle™

### Who's Using *The Leadership Circle Profile*?

- Boeing
- Motorola
- Verizon
- Ernst & Young
- Capital One
- IBM
- Bayer
- BP
- Pfizer
- Sony
- Kraft
- Pepsi
- State Farm
- Allstate
- Chevron
- American Express

### Step 2: Individual Feedback

Each individual receives a private debrief session with one of our facilitators to interpret their TLCP results and begin to make concrete plans to strengthen their leadership capacities.

### Step 3: Whole-Team Learning

The entire senior team then participates in a two-day workshop entitled The Authentic Leader. This session engages participants from-start-to-finish by being provocative, interactive and fun.

Using simulations, group discussion and personal reflection, and incorporating everyone's Leadership Circle Profile results into the learning, participants discover their unique leadership "operating system." Together, your executives gain insight into the strengths, limitations and consequences of their current habits of thought.

Armed with this awareness, team members are then led to commit to concrete changes that will establish a senior leadership culture that generates sustainable, superior organizational results.

### Step 4: Follow-Through Support

Three additional one-on-one coaching sessions are conducted in the first few months following the workshop. These sessions help individuals:

- deepen their personal insights,
- refine their leadership development plan, and
- sustain new thought patterns and behaviors.

**To book *The Authentic Leader* for your managers, or to learn about other programs in Fulcrum's leadership development suite, contact:**

Ian Cook

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