



The Total Leader[®] Concept



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Welcome to Leadership Management International, Inc.'s Total Leader® concept! The Total Leader concept was developed in large measure to fill a leadership void in the global marketplace.

As the world of business has changed and evolved through increased global competition, constant innovation, lightning fast communication capabilities, and ever-changing technologies, the need for effective and high-performance leaders has skyrocketed. In order for businesses to become truly empowered, productive, and innovative enterprises, they must develop leaders throughout the entire organization. In fact, the organization of the future is an organization where *everyone* is a leader. It is only when people are able to lead themselves that they are actually empowered to be creative and innovative... and to achieve the highest level of performance. This means leadership abilities must be developed in every team member! This is the very foundation of The Total Leader concept. This unique and innovative concept is based on two key principles:

- The first principle is that for organizations to succeed in the 21st century, they must develop leaders throughout the entire organization. Leadership is no longer a position or title, but rather a process that every person at every level must practice.
- The second principle is that for leadership development to be effective, it must use a complete, integrated, total leadership development process. Leadership development is not an event, a project, or a program. Truly effective leadership development is a continuous, ongoing process.



Too many organizations have attempted to develop leaders with a fragmented, hit-and-miss approach. They focus on only one area or one facet of leadership believing that is all they need. Leadership is much more complex than that. Attempting to develop leaders this way is like trying to become a professional golfer by only practicing your putting. The best golfers are total golfers – they excel at driving, approach shots, sand shots, pitching, chipping, and putting. They also must possess the confidence and mental strength to perform in the heat of competition.

The same is true for leaders! The best leaders – Total Leaders – excel at all facets of leadership.

The Total Leader concept identifies four critically important areas or levels that a person must master to become a Total Leader.

1. Personal Productivity

Personal productivity is the foundation of all effective leadership. Personal productivity is the ability to manage yourself, manage your time, and manage your priorities to operate at maximum performance. It is only when you can optimize your own performance that you are truly able to increase the performance of others.

2. Personal Leadership

Personal leadership is the ability to lead yourself – to be a leader of your own life. Most people just let life happen to them and then suffer the consequences. Personal leaders determine the life they want, and then through planning and action make it happen. Personal leadership also means becoming a Total Person® – a person who is growing and developing in all six areas of life, including Family and Home, Financial and Career, Mental and Educational, Physical and Health, Social and Cultural, and Spiritual and Ethical. Personal leadership is the core of an individual's character and the basis for developing trusting relationships that are vital to leading others.

3. Motivational Leadership

Motivational leadership is the capability to lead and motivate others. A motivational leader understands that people are the source of all progress and innovation, and thus the key to business success in the 21st century. Inspiring motivation in others is crucial to developing a productive and engaged team. A motivational leader is able to help people develop and use more of their full potential.

4. Strategic Leadership

Strategic leadership is the ability to lead an organization. A strategic leader works through teamwork and collaboration to define and develop the purpose of the organization, the key strategies, the optimum structure, the right people in the right roles, and the most effective processes for an organization to succeed. Strategic leadership is not only setting the course, but also following through and executing the plan for completion.

As you can see, the Total Leader concept is a thorough, comprehensive, complete leadership development process that guides individuals through these four critical levels. It's difficult to imagine that a top leader in an organization could really be effective if they were missing one or more of these key components. Developing individuals within each level is also paramount to taking on more responsibility and advancement in the organization. It is only when individuals become more and more of a Total Leader that they are able to be effective in a larger role or position.

Many leaders today are frustrated because they haven't had the opportunity to develop in all four areas. They feel like they are standing on the first tee of an important golf tournament and they've never practiced a single swing with their driver. The only thing they have ever learned is how to putt. That is exactly the problem with leadership development today. When all you have is a hammer, every problem starts to look like a nail! The time has come for a new paradigm – a new process for developing 21st century leaders.

Total Leader® Programs

There are four primary programs that encompass the Total Leader concept. Completion of these programs and mastery of the concepts and techniques in each will help individuals develop into complete and highly effective leaders. Alternate programs have been developed for varying positions or levels within an organization.

The **Effective Personal Productivity® (EPP)** program is the first step in becoming a Total Leader.

Productivity is the very foundation of success. A basic part of human nature yearns to achieve, to accomplish, to attain – to do better in the future than in the past. Through the ages, philosophers, heads of state, commanding generals, business people – leaders of all types – have strived to light the fires of enthusiasm and kindle the flame of motivation to glimpse the heights they might reach, the happiness they might enjoy, and the depths of reward they might gain from using more of their potential. The term productivity, captures the essence of this human pursuit of *becoming* better and *performing* better. Productivity, in fact, has earned recognition as the key to personal and business *progress, success, and survival*.

The **Effective Personal Leadership® (EPL)** program is the second step in becoming a Total Leader.

As we grow older, we often find our vision clouded, limited, and restricted. We become preoccupied with day-to-day affairs that restrict us and make us shortsighted. We fail to see the abundant opportunities that exist in variety around us. We are saddled with society's definition of success; we become what others want us to be. Success can be an empty promise and a false hope unless one understands that personal leadership, winning behavior, and successful living are learned processes. We are what we are today as a consequence of the thoughts, the instruction, and the influences to which we have been exposed in the past. It follows naturally, then, that by controlling thoughts, instructions, and influences we can determine what we shall become in the future. Personal leadership begins with knowing where you stand now. It leads to the discovery of where you want to go. When you know your needs, your aims and desires, and, most of all, your dreams, you are then able to dip into the wellspring of human motivation to set goals and to achieve them.

The **Effective Motivational Leadership® (EML)** program is the third step in becoming a Total Leader.

Every leader's role is unique. It differs from similar positions in other organizations and from individual roles in a particular work environment. Even the titles given to leaders vary widely. But positions of leadership, no matter how they differ in the details, have one important common denominator: They all must depend upon the fundamental need to work *with* and *through* other people. Leadership is really about relationships. Leaders who work most effectively with and through others produce the most outstanding results. The extraordinary challenge facing leaders today in all areas of business and industry is that they must develop and maintain positive and productive personal relationships with associates and team members.

The **Effective Strategic Leadership® (ESL)** program is the fourth step in becoming a Total Leader.

As the world of business changes and evolves in this globalized, technologically advanced environment, the need for workable, effective leadership strategies becomes more and more critical. For businesses to become truly successful and innovative enterprises, they must develop and implement these strategies throughout the entire organization. In fact, the organization of the future is an organization where *everyone* – from top to bottom – knows, understands, and accepts the mission, vision, values, and goals of the company. It is only when everyone in the organization is working together in the same direction and toward the same goals that the organization becomes truly successful. With this success strategy, the people in the organization are empowered to be creative and innovative; they take ownership of the organization's goals, making for a more cohesive, effective, successful business.

Other Development Programs for Varying Organizational Levels

Effective Management Development (EMD)

The titles given to managers vary greatly. In addition, each manager's job differs from comparable positions in other businesses and from every other job in a particular company. Although titles vary and each job is unique, all management positions have one important common denominator: the purpose of all managers is to achieve results through the activities of other people. Managers who work most effectively with and through other people produce the most outstanding results. What you *are* determines what and how much you *do*. As you develop the characteristics of an effective manager, you make significant progress in accomplishing your purpose of achieving results through the activities of others.

Effective Leadership Development® (ELD)

Leadership development is not just about theory or taking tests; it's about enabling a leader to achieve real improvement in productivity, performance, and results. It will help individuals to discover positive qualities and potential that they may have previously overlooked about their existing strengths as a leader. The program will also help individuals to improve the way they do things in the workplace, develop professionally, and achieve enhanced results through the people responsible to them as they build a high-performance team. Success as a manager depends upon accepting responsibility as a leader. To function effectively as a leader, one must make some choices about their role within the organization, their priorities as a manager, and the values by which they live. Successful management grows out of a consistent and constructive attitude toward other people and how they should be treated. This program will help a leader to clarify and understand their attitudes, beliefs, and values.

Effective Team Development (ETD)

Examples of the power of teamwork can be seen everywhere. In nature, for example, large flocks of geese fly thousands of miles to their destination as the seasons change. These flocks are made up of hundreds of individual birds with limited capabilities to go the distance along, but somehow nearly all of them make it to their destination. How do they do it? The answer is simple: TEAMWORK! Teamwork in your organization can offer tremendous benefits and rewards. Generally, teamwork is a win-win approach. Teams may not all succeed, but teamwork always does! Individuals and organizations are discovering that, if applied wisely, the practice of teamwork can bring greater success and satisfaction in all realms of achievement – personal and professional.

Programs for Specific Needs

Effective Communication® (EC)

Leadership for Women® (LFW)

Effective Selling Strategies® (ESS)

Example Development Approach

	Personal Productivity	Personal Leadership	Motivational Leadership	Strategic Leadership
Senior Level Management (Presidents, VP's)	EPP-6	EPL	EML	ESL
Middle Level Management (Directors; Dept Leaders)	EPP-6	EPL	ELD / EML	EMD
Entry Level Management (Managers)	EPP-6	EPL	ELD	
Non-management personnel (Exempt)	EPP-4	ETD		
Non-management personnel (Non-Exempt)	EPM Workshop; Goals Workshop	ETD		