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— BECOME AN —  
**Extraordinary**  
**LEADER**  
**IN YOUR BUSINESS**  
**AND YOUR LIFE**



*Discover a bold, accelerated process to transform you into a powerful, effective leader to soar in your company, business, career and life. This proven model creates leaders that are sought after, respected and successful.*

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## Take 15 Minutes to Read This Book if you want to experience a real breakthrough!

In this e-book you'll **discover a bold, accelerated process developed to transform YOU into a powerful, effective leader so you can soar in your company, business, career and life.** This proven model creates leaders that are sought after, respected and successful. My focus is on showing you the path to your best leadership. If you want to an extraordinary leader, this report will outline inspiring, real world principles that you can apply to achieve it.

The plain truth is this. I see smart leaders who are great, but think small. I see them make the same mistakes over and over. No matter your background, education or current level of success, if you master the skills and processes I will take you through, you can instantly gain an advantage over everyone else around you.

**This is the process that will unleash your leadership potential TODAY.** This ebook will help you:

- Think bigger than you ever have before.
- Plan how you'll get there.
- Go for it!



# Unleash Your Potential

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I want to talk to you about **how to become an extraordinary leader** and how **it will change your life forever**.

- Are you trying to stand out and establish yourself as an accomplished leader or someone to be groomed for the fast track?
- Are you getting the results you want from your team or yourself?
- Are you constantly putting out fires that could be managed by someone on your team?
- Do you go into work each day excited by the challenges & opportunities you're afforded as a leader?
- Are you overwhelmed by your responsibilities and don't know how to fix it?
- Do you hold yourself back because your area or company can't function without you in your current role?
- When was the last time you actually set aside time to develop the big picture - where you want to go with your team or company, how you were going to get there, and when you'll accomplish it?
- Is your leadership role providing the quality of life you envisioned?

Let's face it— many leaders struggle, never reaching their potential. You had a big dream when you stepped into leadership, but it's easy to get bogged down and lose focus with daily operations and life. Whether you're a leader in your company or you're the leader of your own business, becoming an extraordinary leader can't happen if you don't get the help you need.

Every successful leader knows this secret. Every time you move into a new role, add a new product, service or technology you will experience a learning curve. CEO's of big corporations will tell you that they leverage their strengths and get expert help in the areas where they're weak. There's a good reason for that. It puts them on a fast track to achieving their biggest goals.

You became a leader because you had the courage to stand apart from the crowd and use your energies, talents, skills, creativity and spirit to lead others to make an impact - to use your strengths in a role to provide something of value and quality to your team or company, and allow you to use live a life where your choices determine your future.

But you can be a leader and not be effective. How many times have you seen this yourself? Someone is put into a leadership position and for a myriad of reasons doesn't have what it takes to get the job done. You can't become an accomplished leader just by saying you are. This level of leadership needs to be worked at. You need to be aware of the

strengths you bring to the table and how it benefits you and the company you work for. At some level you know this or you wouldn't be reading this report.

Ineffective leadership impacts the individual AND the company.

<b>Individual</b>	<b>Company</b>
<ul style="list-style-type: none"><li>• Excessive workload for some associates</li><li>• Team members lack the right skills or expertise</li><li>• Staffing conflicts with other projects</li><li>• Scope of project keeps changing</li><li>• Work is redone or duplicated</li><li>• Resources are insufficient</li><li>• Deadlines are missed</li><li>• Low morale</li><li>• High frustration</li><li>• Low vision or innovation</li></ul>	<ul style="list-style-type: none"><li>• Missed revenues opportunities</li><li>• High turn over</li><li>• Low morale &amp; productivity</li><li>• Product flaws or repetitive mistakes</li><li>• Missed deadlines</li><li>• Low vision or innovation</li><li>• Inability to maximize the talent of their team</li><li>• Poor planning &amp; execution</li><li>• Poor communication fosters internal strife, anger &amp; conflicts</li><li>• Mismanaged funds</li><li>• Excessive costs or time spent</li><li>• Failed change initiatives</li></ul>

Ultimately you need to ask whether you are willing to pay the cost – as an individual, a team, or a company. In today's economy, can you or your company really afford these results?

I've personally experienced the same struggles you have. With over 28 years in corporate America, I rose through the ranks and experienced firsthand the challenges facing leaders. My last position was Senior Manager, Vice President at an international company where I was responsible for implementing global change initiatives across the United States, Asia and Europe, developing process and support strategies for the project management office and managing a half billion dollar project portfolio. I know what it's like to deal with constant change, come up with the long term plan and how to execute it successfully. I know how to build high performing teams and produce results that impact the bottom line profit margin. I know how to rally a group around a common goal and see it successfully implemented and work with cross cultural team across many geographic locations. And I know how it feels when you're not using your strengths.

I've made many mistakes and made some of them more than once. I've also experienced great success. And I'd like to share with you a few basic principles that, if carefully

followed, will unleash your leadership potential and lead to greater accomplishment, financial success and a feeling of deep personal fulfillment and joy.

Coaching has always been a critical role in my positions. After logging thousands of hours in both my corporate and private coaching practice, I can tell you that most leaders face the same roadblocks. But not every leader shares the same level of success. There is a huge difference between a leader and an extraordinary leader. Organizations are constantly looking for the ones that stand out – that set themselves apart from the crowd. Don't you want to be part of that group?

Which of the sentences below describe your leadership?

Bored – Uninspired – Overwhelmed – Limited – Challenged

OR

Ambitious – Inspired – Motivated – Engaged – Fulfilled

I want to see you succeed - to attract success like a giant magnet. What may be missing and holding you back is a customized process, plan and tools – something that addresses your unique strengths and talents to unleash your leadership potential and propel you towards the success you know is possible.

The great news is that much of what you need to become an extraordinary leader can be learned if you're willing. With this customized approach you will have a secret success strategy that will provide you the opportunity to work smarter, not harder.

# #1 Secret to Your Leadership Success

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**Do you know what sets you apart from every other leader and is the secret to your greatest success?**

As a leader in a multi-national corporation I came to understand that leadership is more than it's been thought to be. Leadership is not just about people skills; people skills are important. Knowing how to inspire, to motivate that is also important. But there's a piece that's been missing and it is the project management process skills track.

With a background as a leader of project managers, I found there was a process to creating highly effective leaders in companies - the project management process. I realized that the exact skills needed to become a project management leader are those that are needed to become an accomplished leader.

Project management doesn't work without powerful leadership. The same project management strategies that allow you to successfully complete one project will serve you many times over – in your daily operations, building high performing teams, your management approach and implementing change initiatives.

A lot of leaders, whether you own your own company or are in an organization, are missing the project management skill set. Without it you are going to struggle and stay stuck.

Top business schools consider project management an essential leadership skill. But no one is tapping into the project management process skills like the **Management Leadership Incubator Model™**.

Most leadership programs teach you to understand people styles, time and conflict management, or focus on thinking strategically. But they don't teach project management process skills. Whether you're an emerging leader or a senior leader, anyone in a leadership position must master these.

Based on my experience I've created the **Management Leadership Incubator™** - a powerful, accelerated program to help people become extraordinary leaders.



**Management Leadership Incubator Model™**

This system leverages the incubator approach for optimal results. Incubators are the new business accelerators. Why? Incubators are an intense, hands-on, development process that encourages innovation and results. The Project Management Leadership Incubator provides the fertile conditions needed to tap the full leadership potential of each individual talent and create highly effective leaders. This is a system that works and it works better than a lot of what's currently out there. If you want to be a leader poised for the future, you need to be using this system.

Applying the project management approach to leadership is very effective. Many leaders fail because they know how to do the tactical work, but don't know the strategic planning or process side. By going through the incubator you will master the critical competencies, processes and skills to become an accomplished, well rounded leader. If you want to be a leader posed for the future, you need to be using this system.

There are four areas that every successful leader must have effective strategies and processes for:

- **Operations Strategy** – *A system that defines the standard operating procedures for your daily operations.*

Understanding and managing the operations side of your organization is key to running a successful business.

Your operations include everything that is required to operate your business: the physical location, facilities, equipment, inventory, warehousing, management information systems, and people.

By detailing what is required from your operations to achieve your overall business objectives, you will keep the business focused on the day to day events that are necessary to keep the business going.

- **People Strategy** – *A system through which you recruit, hire, train and develop people.*

A leader's most important, and most difficult, job is to define the employee life cycle. These are the steps an employee goes through from the time they enter a company until they leave, whether they are full time employees, contractors, consultants or virtual assistants.

A people strategy includes defining roles & organizational structure, recruiting practices, employee selection, performance evaluation and discipline, career development, succession planning and periodic training.

- **Management Strategy** – *A system through which all managers, and all those who would become managers in your company are expected to produce results.*

A management strategy deals with the issues of planning, organizing, directing and controlling to efficiently and effectively deliver on today's goals. It clearly outlines how managers will make decisions to allocate resources, motivate or develop people.

You don't have to have subordinates to need a management strategy. Every entrepreneur or leader with a small team has resources to dispose - time, talent,

energy, organizational resources, etc. A critical element of the management strategy is how the company values and culture will be conveyed and maintained.

- **Change Strategy** – *A system that defines how change will be identified, implemented and successfully integrated into your daily operations.*

Change is inevitable. Leaders focus on devising or championing new directions, which may be innovation of new products and services or changes that improve what you're doing now.

A change strategy outlines how change will be identified, initiated, implemented and then integrated successfully into your company's daily operations. It includes change management and project management approaches to ensure you introduce the right change, at the right time, in the right way.

Using the project management approach, the **Management Leadership Incubator Model™** addresses each of these areas through the unique 3 track approach:

1. Project Management Process Skills (PMPS)
2. Project Management Leadership Skills (PMLS)
3. Personal Leadership Strength & Style (PLSS)

Let me tell you how my system works.

# Project Management Process Skills (PMPS)

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**A key to successful project management is using defined standards to ensure a repeatable process that supports the highest outcome.**

The object of standards is to provide a uniformly predictable result for the client - whether the client is an actual customer or someone in your company.

Standards are the tools your people use to increase their productivity, get the job done in the way it needs to get done in order for your team or company to successfully differentiate itself from your competition. Then it's your people's jobs to use the tools you've developed and recommend improvements based on their experience with them.

Standards allow management to guide operations without constant management intervention. Well defined standards are the "how to do it guide" which spells out the purpose of the work, the steps that need to be taken while doing the work and summarizes the standards associated with both the process and the result.

There are 8 basic process skills that every accomplished leader demonstrates:

- Policies
- Processes
- Benchmarking (criteria)
- Procedures
- Organizational Structure
- Systems
- Training & Personal Development

In the Project Management Process Skills track the Incubator uses the 8 process skills to look across Operations, People, Management and Change to uncover hidden gaps and opportunities.

	Operations	People	Management	Change
Policies	●	●	●	●
Processes	●	●	●	●
Benchmarking	●		○	○
Procedures	●	●	●	●
Organizational Structure	●	●	●	●
Systems	●	○	●	○
Training & Development		●	●	○

Required     Possibly Required

Let's take a look at how each of the eight process skills can benefit you.

- **Policies**

A policy is typically described as a course of action to provide a guide toward accepted business strategies and objectives. It's the direct link between an organization's "vision" and their day-to-day operations. Policies identify the key activities and provide a general strategy to decision-makers on how to handle issues as they arise.

Policies are general in nature, identify company rules, explain why they exist, tells when the rule applies, describes who it covers, shows how the rule is enforced, describes the consequences and are normally described using simple sentences & paragraphs.

- **Processes**

A process is a collection of related, structured activities or tasks that produce a specific service or product (serve a particular goal) for a particular customer or customers. There's a specific reason for each task and a process is often visualized as a flowchart with a sequence of activities. Processes are updated regularly as new best practices are identified or if tasks are change or removed from the process.

- **Benchmarking**

The term benchmarking was first used by cobblers to measure people's feet for shoes. They would place someone's foot on a "bench" and mark it out to make the pattern for the shoes. It is a standard by which something can be measured or judged. In business you're identifying and using measures that will result in a positive outcome.

Benchmarking is most used to measure performance using a specific indicator (cost per unit of measure, productivity per unit of measure, cycle time of x per unit of measure or defects per unit of measure) resulting in a metric of performance that is then compared to others.

- **Procedures**

A procedure is a specified series of actions or operations which have to be executed in the same manner in order to always obtain the same result under the same circumstances (for example, emergency procedures). The goal of every procedure is to provide the reader with a clear and easily understood plan of action required to carry out or implement a policy. Good procedures actually allow managers to control events in advance and prevent the organization (and employees) from making costly mistakes.

Procedures identify specific actions, explain when to take actions, describes alternatives, shows emergency procedures, includes warning & cautions, gives

examples, shows how to complete forms and are normally written using an outline format.

- **Organizational Structure**

Every business needs structure to operate. The organizational structure depicts the jobs to be done within an organization and the ways in which they relate to one another. This allows the organization to achieve its goals. Although all organizations have the same basic elements, each develops the structure that contributes to the most efficient operations.

The organizational structure includes the organization chart, chain of command, specialization (who will do what) and departmentalization (how people performing certain tasks can best be grouped together) and establishing the decision making hierarchy.

- **Systems**

Systems are your information technology platforms. Systems connect processes, events, and systems using hardware, software and applications. Effective systems automate, and streamline to lessen dependence on human intervention or the number of people involved. What can you automate to free up your employees for something else, improve the quality of the result by reducing errors or reduce turnaround for routine efforts? On the flip side, are there systems that are obsolete, not effective or redundant that need to be removed from your environment?

- **Training & Personal Development**

The most effective way to develop people is to enable learning and personal development. Conventional training is required to cover essential work-related skills, techniques and knowledge. Personal development looks at the unique skills and talents of each person to facilitate whole-person development beyond traditional training.

A Training and personal development plan defines objectives, sets priorities, plans resource allocations, ensures that training funds are appropriately spent, and evaluates the effectiveness of training programs.

Put the power of the Project Management Process Skills to work for you.

### *MARCI'S STORY*

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Marci had been recently promoted to a new senior staff position. With a successful track record, the right educational credentials and 10 years of experience she was well equipped to take the job. However, she knew that her while her past experiences had gotten her the position, she was stepping into expanded responsibilities that included defining the define the strategic plan, creating the organizational structure that would support daily operations and implementing change initiatives to profit the shareholder and the business. She was in new territory and she knew it.

Together we devised a blueprint to achieve success and be seen as a masterful leader in her company.

- Crafted a plan to navigate her first 100 days. This included defining success measures, operational issues and understanding the people and culture and identifying key stakeholders.
- Put cross functional workgroups together to document needs assessment and propose recommendations for policies, processes, procedures, systems and training.
- Conducted strength assessment for her and team to identify gaps and how to leverage strengths. We looked at skills and strengths the new position required and how she would operate based on her unique skills.
- Based on the results of the analysis we worked together to documented the strategic plan, priorities, benchmarks and project or change initiatives to achieve the goals.
- Created a communication plan to ensure broadest understanding of direction and goals which included when and how presentations would occur throughout the year.

This carefully thought out approach allowed Marci to make a strong first impression, establish firm authority with her team, communicate with confidence and complete initiatives that made a direct impact to the long term success of the company. Today Marci is thriving in her company and in her leadership.



# Project Management Leadership Skills (PMLS)

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Being a successful leader requires a new set of skills – a *different* set of skills than those that got you where you are today. You already have the knowledge and skills to perform in your area of expertise.

That's probably what got you where you are today. But being an accomplished leader demands a new type of skill. You're in charge of coming up with the vision, creating the organization, motivating the team, building a culture of innovation and producing results.

Your continued success depends directly on your ability to get things done through others. Extraordinary leaders continually improve their skills, increase their knowledge, and hone their capabilities. You need to take responsibility for developing yourself. Accomplished leaders look for every opportunity to lead and develop themselves.

There are eight essential leadership skills, as noted by the High Impact Leadership Model, a model used across 63 countries and virtually every industry.

1. Decision Making
2. Relationship Building
3. Team Leadership
4. Personal Productivity
5. Coaching & Mentoring
6. Strategic Thinking
7. Communication
8. Leading Change

In the Project Management Leadership Skills (PMLS) track the Incubator uses the eight leadership skills to look across Operations, People, Management and Change to uncover hidden gaps and opportunities.

	Operations	People	Management	Change
Decision Making	●	●	●	●
Relationship Building	●	●	●	●
Team Leadership		●	●	●
Personal Productivity	○	●	●	●
Coaching & Mentoring		●	●	○
Strategic Thinking	●	●	●	●
Communication	●	●	●	●
Leading Change			●	●

Required     Possibly Required

- **Decision Making.** The skill of using empowering processes to drive decisions and take action.

Good decision making is an essential skill for leadership success. If you can learn to make timely and well-considered decisions, then you can often lead your team to spectacular and well-deserved success.

- **Relationship Building.** The skills of understanding the components of emotional intelligence and interpersonal effectiveness that help you build the long-term networks you need.

Building and maintaining relationships is one of the most important pieces of the leadership foundation. Your ability to build relationships will assist you in influence and persuasion, building your own team - and having great relationships with each team member, as well as building relationships with key teams and people outside of your own area.

- **Team Leadership.** The skill of inspiring and driving a team to go beyond the expected.

Building an effective team require a leader that is an expert communicator who supports team efforts every way possible. The way a team has been led, plays a major role in deciding the future of the organization. The hallmark of a true leader is the ability to make other listen and following. With team spirit and team play, any organization can reach the top.

- **Personal Productivity.** The skill of managing yourself and your priorities to take on additional challenges and be successful at the next level.

Personal productivity is the ability to manage yourself, manage your time and manage your priorities to operate at maximum effectiveness. It includes time management, prioritizing and life balance.

- **Coaching/Mentoring.** The skill of mastering a comfortable coaching style and using it strategically to improve performance.

To be an effective leader you must be a effective coach. Coaching is a skill that is needed to build the motivation and performance of teams. It involves raising the standard of performance among team through continuous monitoring and feedback.

- **Strategic Thinking.** The skill of using powerful frameworks and approaches for diagnosing and anticipating competitive threats and taking action on the strategic concerns of your organization.

Strategic thinking is a planning process that applies innovation, strategic planning and operational planning to develop business strategies that have a greater chance for success. Too many organizations try to be everything to everyone, wasting resources in markets that may never provide a worthwhile return on investment. Strategic thinking is the "what:" and "why" of the planning process. It answers the question, "What should we be doing, and why?"

- **Communication.** The skill of communicating and relating to a broad range of people internally and externally.

Effective communication is all about conveying your messages to other people clearly and explicitly. It's also about receiving information that others are sending to you, with as little distortion as possible. Regardless of the size of business you are in – whether a large corporation, a small company, or even a home-based business – effective communication skills are essential for success.

The best leaders in any field share the same qualities. The best of the best are able to maintain a big picture vision while taking focused action. They are mentally strong, they seize the moment and they inspire excellence in the people around them.

The good news? These are not inborn traits. They are skills and attitudes that can be learned and applied by all.

### *Diane's Story*

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Diane was the founder and owner of a small marketing company that was gaining national recognition. By her own admission she was great at the operational side of the business but wasn't an effective leader.

Week after week she would suggest new targets and campaigns for her team—forcing them to scurry to keep up with her thinking rather than think for themselves and contribute your own ideas.

Despite having many talented employees she admitted that she only listened to a couple of people at development meetings, claiming “no one else really had anything much to offer.” She underutilized people and left creativity and talent on the table. Morale, absences and conflict between co-workers became an issue she couldn't ignore. She began to realize that the vacuum she had created was impacting the profit margin in the worst way and limiting long term opportunities for her company.

As part of the program we assessed her performance against each of the leadership skills and then defined the strategic framework for her personal leadership across daily operations, people management, her management approach and change managing change.

With a plan devised to meet her specific needs, she spent time and effort with her employees reiterating her new approach, remained open to ideas at meetings and coached her top leaders on the new expectations. She wanted to leverage the strength of the total team so she was careful to avoid creating prima donnas who might dominate the team's thinking.

Her resolve was tested when one of her star employees began relentlessly pushing his ideas, even handing Diane an ultimatum. Diane chose to place her bet on the team, even though her decision might jeopardize the next product launch. After the loss of this seemingly critical player, the rest of the team rallied, quickly learned new technologies, and successfully hit the release date. Diane was thrilled with the team's response and saw significant increases in both her team's productivity and profit during the following quarters. She is now more confident in her leadership style and future success of her company.



# Personal Leadership Style and Strengths (PLSS)

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*Leadership is highly personal. It begins with the self.  
If you're not sure about who you are,  
if you haven't defined your unique purpose and vision,  
why should anyone follow you - especially during these times?*

Nick Craig

Personal leadership is the foundation for any leader. Everything with the leader starts with self. Your greatest opportunity as a leader is to align your life with your vision, passion and purpose - YOUR definition of success.

A recent research study showed that a leader's mood drives a staggering 30% of performance.

The biggest change and trend in leadership has been a shift from a "command and control" model where decisions and orders are dictated from the highest levels to a "high impact leadership" model that works to inspire and motivate people through empowerment and active participation in decision-making processes. That means that your knowing leadership "brand" – your unique talents, strengths, style and abilities are more important than ever before.

*"The most successful people are those who have managed to structure their careers and activities around their gifts and passions in life."* Jack Canfield

What's your vision for leadership and life? What breaks and captures your heart? What dream do you have that is bigger than you? The vision for your life from comes understanding and knowing yourself well enough to know what you really and truly want for your life.

Your dreams are not yours by mere coincidence. They have been meticulously matched to the gifts you have and the person that you are. This vision is in your heart so that you can fulfill your unique purpose. You have the power to be whoever you want to be.

We're living in a new world. Times are changing and the world is changing. Financially, environmentally, socially, politically and even with our climate – we're in a time of great change. In order to truly succeed in the coming years you've got to take the conscious approach. One of THE most important things you do in your leadership is making sure you

are fully aligned. Full alignment looks at your head, heart, your soul, your life – all of it. This is so important to ensure that your leadership is not out of alignment with who you are, what you're here to do and how you want to live your life.

Alignment on every level is absolutely essential. If there's that little piece that you're not paying attention to and think it's no big deal – I don't really need to pay attention to that – that's where you go unconscious and it's going to come back and bite you.

Look across the board – in your business and your life. Look for those areas of misalignments and do the work to bring them back into alignment. It's from that place you'll be in the flow which provides an ease and grace to create what you really want to create in your life.

Our biggest problems occur when we go unconscious, when we're not even aware that something is out of alignment, when we've let it all lapse, when we've become a little too easily taking for granted the things we ought to be aware of.

There are 4 categories to your being: physical, mental, emotional, and spiritual. Becoming an accomplished leader goes beyond the traditional business skills. There is a difference between an effective manager and a capable leader. In order to become an accomplished leader all of these must be addressed and in alignment:

1. Your Big Vision
2. Personal Mindset
3. Leadership Styles & Behaviors
4. Emotional Intelligence
5. Support Network
6. Trusted Influence

Let's take a look at how these fit together for the leader.

- **Your Big Vision**

Highly successful leaders are people who have a sense of direction or “vision” for the purpose of their work. They have an ability to “see the big picture” and inspire others to move forward together to achieve this vision. If the vision for your life doesn't make you giddy just thinking about it or scare the pants off you, it may not be big enough!

- **Personal Mindset**

You can be taught every skill, different personality styles, how to communicate better, how to manage, how to setup process and procedures - but if you don't have the right mindset you're not going to succeed. Mindset is ways of thinking that can either block or support your success. It's understanding what you believe, why do you believe and is it true. Understanding the habits you have that you're not even aware, where do you operate by default that stops you from making progress, what are your subconscious ways of thinking that are ingrained in you but aren't serving you well.

Here are some typical blockers that can keep you from your potential:

- I can't learn it
- I won't do it
- I don't deserve to be a leader
- I'm not good enough to be the leader

Personal mindset also includes values and beliefs. With a strong foundation of values, leaders are comfortable with themselves and respect others. They are clear about their priorities and beliefs aren't willing to compromise what they believe. Ultimately, extraordinary leaders know that "Your beliefs = Your attitudes. Your attitudes = Your actions. Your actions = YOUR LIFE."

Personal mindset is critical to your success. If you don't address these you won't get as strong a set of results.

- **Leadership Styles & Behaviors**

There are six styles that are commonly demonstrated by masterful leaders: visionary, coaching, affiliative, democratic, pacesetting and commanding. Effective leaders switch between each one depending on the circumstances.

Followers look to leaders for emotional connections. When leaders provide a positive environment they bring out the best in everyone and productivity soars. The key is to know how to use each of these styles successfully and when it is most appropriate to use each style.

- **Emotional Intelligence**

Emotional intelligence is your ability to understand other people, what motivates them and how to work cooperatively with them. A leader who is self aware is a person who is aware of their own strengths and weaknesses, and aware of the strengths and weaknesses of their subordinates. There are five major categories: self-awareness, self-regulation, motivation, empathy and social skills. Being able to find balance is an important part of emotional intelligence, and it is directly connected to effective leadership qualities. Leaders who have balance can build strong relationships with those that follow them.

- **Your Support Network**

If you are going to be able to achieve things you've never achieved before you will need to reappraise and reprioritize the people you surround yourself with. These relationships can nurture you, starve you or keep you stuck. Create a circle of excellence by purposefully selecting those with whom you will surround yourself. This includes coaches, mentors, family, colleagues, your professional network and what you read or listen to.

- **Trusted Influence**

Leadership IS influence. Trusted influence looks at the ability of the leader to influence others - both those who would consider themselves followers, and those outside that circle. This also speaks to leadership character. Without integrity and trustworthiness the ability to influence would disappear.

Each of us may come from a different place, but amazing things can happen to you when you align your BIG why with values, beliefs and strengths. When you support those with a clear intention you are on the path to becoming an extraordinary leader.

### *Andre's story*

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Andre was a professional in a large multinational firm. Having achieved success at a young age, he came to me searching, not quite sure what was missing, but feeling dissatisfied. He worked at great firm, made excellent money and was recognized for his contributions – yet, in his words, he was “bored to death” at work. Full of energy and ambition, he had everything going for him, but something was missing where he was. One simple question woke him up. As we talked about his current role his voice was flat. He came alive when I asked him what he type of things he loved doing.

The energy in his voice changed and he immediately began to tell me the top things he enjoyed doing in his current position. We spoke about his dreams and what he would like to accomplish – both in his life and through his work. The joy with which he relayed this information was evident and he knew exactly what he wanted for himself, his life and his work. This was despite the fact that he came to me confused and feeling directionless.

During the course of the program we addressed a limiting belief that was holding him back. He had been told by his manager that he was too ambitious and he was starting to believe it. One day it came to light and he asked me if I thought he was too ambitious. Rather than tell him, I was more interested in his thoughts and asked him. He went on to tell me that he loved pursuing new opportunities because he loved developing people – seeing them have their “aha” moment when he worked with them or was able to provide management a perspective they hadn’t considered.

By the end of that session he knew he wasn’t too ambitious and told me so. This caused a significant shift in Andre’s personal awareness and perspective. Within days of that session he saw a job posting in his current company for a new position that he was applied for. He was promoted into the position where we then crafted a customized blueprint to achieve success in his first 90 days.

Today Andre is excelling in his position and has been added to an elite leadership development program designed to groom the next generation of leaders.

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# Change Your Leadership, Change Your Life

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It's obvious how this system is going to affect your business, so what about your life? How's it going to affect your life?

Leadership is more than just learning. It's more than just growing. It's more than status or even experience. Real leadership is about service. It's about sacrifice. It's about having the will to take action. It's about positively influencing the lives of those we lead.

**Who would you be if you went full out?**

**Who would you be if you were living your life the way you wanted to?**

**Who would you be if you were fulfilling your leadership purpose?**

**Be that leader.**

Too often, people align their life around what they think they should be doing, or living yesterday's version of "their dream", or someone else's version of success.

Authentic leadership is about being the one.

- The one that leads by example.
- The one team that maintains focus amid chaos and courage amid adversity.
- The one others look to for strength and guidance.
- The one who casts vision.
- The one who offers hope.

Set your sights on being the one to make a lasting impact. You can be the one to change a life and make a big impact in this world.

**Realize your potential to transform lives.**

Once your work is in alignment with your values and priorities your work will be successful and attract abundance – against all odds and no matter how unconventional it is. Then with the right tools and skills you become unstoppable. Your life can transform when you do.

I recently read a startling statistic reported by The Harvard Business Review:

- 1 in 3 high potential employees admit to not putting all of his/her effort into their job
- 1 in 4 believe they will be working for another employer in a year
- 1 in 5 believes that their personal aspirations are different from what the organization has planned for them

Startling but not surprising. Maybe you're the 1 in the statistic above who isn't satisfied where you're at, feels like your personal goals aren't matched with your organization, or you want to make a change. Here's the great news. You're feeling this way for a reason. You've been given your leadership talent and ability for a unique purpose - a purpose no one but you can fulfill.

What would your life look like if you stepped solidly into that knowing? Every situation that you've encountered in your past has brought you to this point. Every situation you're now dealing with is there to serve you - to either nudge you toward your purpose or to prepare you to fulfill your purpose.

### **What would you attempt to do if you knew you could not fail?**

It's your life. You're not here to please others. What's holding you back from living your highest expression in the world? What stories are you telling yourself about what you can and can't do?

I recently read that the number of leaders who are not fulfilled in their professional lives is epidemic. Maybe you feel that way too. Finding purpose in your life and through the work you do is a fundamental desire of every human being.

When we were young every one of us had a common trait - we were dreamers. Along the line you may have heard a version of the following:

*You can't do what you want. It's impossible.  
Responsible people don't pursue their dreams.  
Settle down, get a job, and be dependable.  
Take care of business, be content.*

After a while you start to believe it's true. You may not have considered life can be created around what you love to do, your priorities and your values. It can. You don't have to settle.

I talk to a lot of professionals, executives and business owners about who they are as leaders and what they feel called to do. The most common theme keeping them from their leadership purpose and desired life is limiting beliefs. Everything flows from the beliefs.

I encourage you to be the leader of your own life. Life can pass so quickly. You are unique; there is no one like you in the world. As a leader you've been given abilities because they are meant to be used. The world is waiting for what only you can offer.

***Be the leader of your own life.***

*I'm not good enough... Who am I to try this? Any leader who's accomplished anything of significance has had to face this very same question. You are called to do great things! You are enough. You can't make a mistake. The things you are most passionate about point the way to your purpose. The world is full of wonderful surprises and there is more than enough to go around in this abundant universe.*

*Use your gifts and talents in a way that has meaning and purpose for you. Don't wait. Don't settle. As you do you will inspire those around you.*

*If you're not using your leadership talents, finding achievement AND fulfillment through your work where you are - you can. Have the courage to pursue your dreams. Today is the perfect day to start.*

Too often, what stops us from pursuing our dreams is not that it's too difficult, but that we **think** it's too difficult – so we don't even try. I encourage you to embrace all of life ahead of you and run towards it with open arms. Everything that's occurred in your life to this point has brought you to this very moment. I encourage you to consider the freedom that is possible for you.

**Freedom to create the life you desire.**

**Freedom to use your talents and gifts in a way that brings fulfillment and joy.**

**Freedom to live a BIG life and come out from the shadows of your own doubts.**

**Freedom to be the one leader to make a difference.**

Defy average. Be the extraordinary leader you were born to be. You don't have to choose between doing something you love or making money. You can have both and live each day to the fullest knowing that you're making a difference.

*Reach for a higher purpose. Go for something beyond what you thought you could do. Live with intensity. Let others lead small lives, but not you. Let others cry over small hurts, but not you. Let others argue over non-essentials, but not you. Deal in things that matter – the larger challenges, the larger opportunities. If you will use, develop and work on your gifts they will make an extraordinary place for you.*

*(Jim Rohn)*

FOCUS ON NOW, because yesterday is gone and tomorrow never arrives. I want to leave you with these questions. Be willing to be responsible for the answer.

- What are you doing each and every day to move you closer to creating your dream or vision?
- What is standing in your way?
- Are you willing to work on removing the barriers to your success?
- If you are, what are you going to do about it?