



A refreshingly different approach to leadership development

### THE **PROBLEM** WITH MOST LEADERSHIP DEVELOPMENT PROGRAMS

Most leadership development programs make three critical errors. First, they **presume that leadership is one thing**, and that there is a “correct” model for a leader. Then, they prescribe that overly idealized approach to everyone—no matter who they are as individuals.

The second mistake that these one-size-fits-all programs make: They seem **based on little more than clichés and bumper-sticker slogans**. Everyone already knows that leaders *should be truthful* and *lead by example*. Slogans and clichés simply do not help one to lead well.

And third, the generic leadership development approach **addresses only the individual leader**—neglecting such critical factors as *desired outcomes*, and the *unique organization* and the *distinct circumstances* in which the leadership must apply!

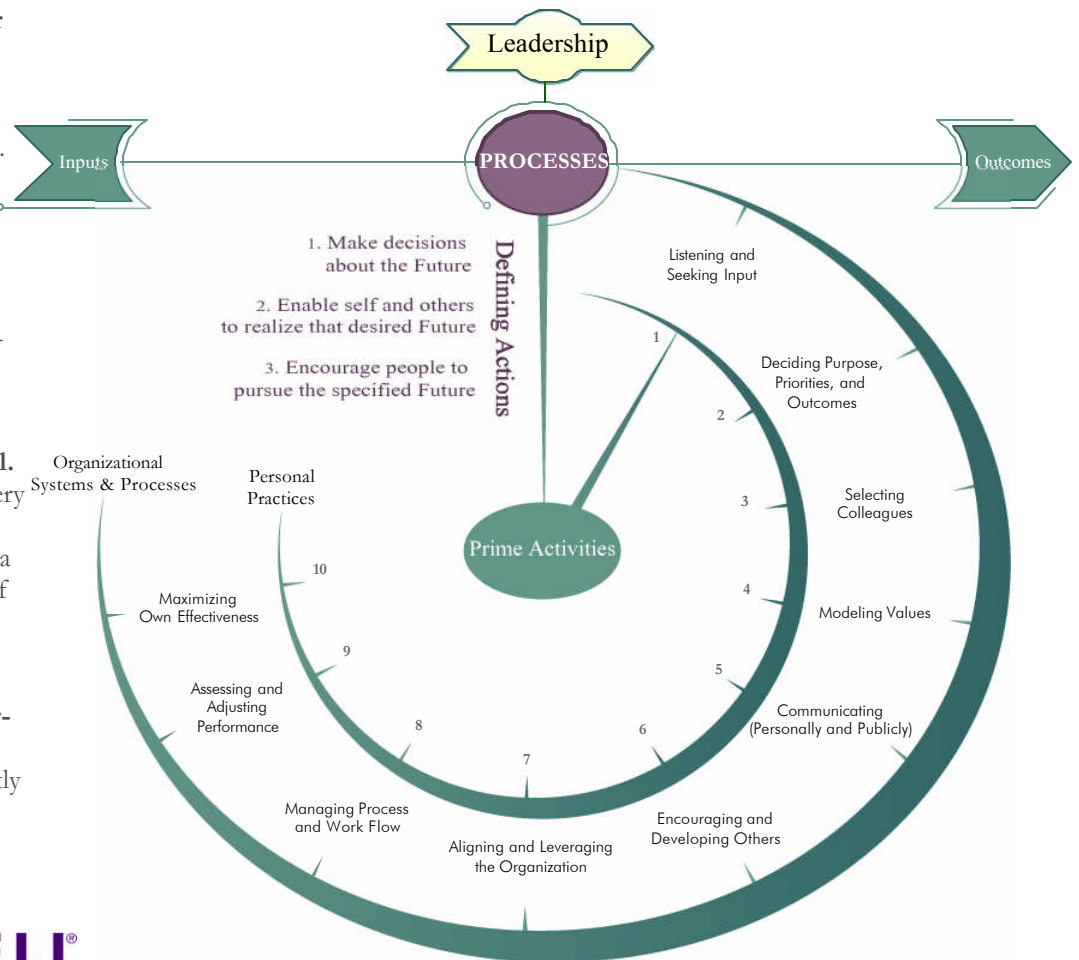
Leading effectively is **contextual**. For example, leading GE can be very different from effectively leading a shift of road crews, a research lab, a not-for-profit agency, or a group of contract software consultants.

**If your leaders apply inappropriate assumptions about leadership, they may actually lead in a counter-effective way** inadvertently creating poor results by defeating their very purpose! Don't let that happen. Call us for a free consult.

### HOW THE **LEAD BY DESIGN™** METHOD BUILDS **BETTER LEADERS**

In contrast to generic, event-based leadership development programs, the Lead Well® *Lead by Design™* method, uses a *whole system* approach that is well-researched, well-tested, and deploys well-defined processes to help leaders:

- ❑ Apply uniquely personal insights to lead more effectively **without trying to change who they truly are**. (*No one* changes their personality to follow anyone else's idealized “model.” *Quick—be transformationally charismatic!*)
- ❑ Understand their *constituents'* needs and values to build more effective relationships
- ❑ Determine the distinct needs of *their* responsibilities in *their* organization to effectively execute in *their* specific environment
- ❑ Build *appropriate* leadership skills upon that uniquely personal foundation
- ❑ Develop over time—*not* as the result of a one day or short-term program, so that the skills are routinely *applied* with proficiency, and *stick*



One of the many depictions of key concepts from this comprehensive program—customized to your organization.



Better Leaders. Better Workplace. Better Numbers.™  
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