



Effective Strategic Leadership®

The *Effective Strategic Leadership*® program is a key component of the Total Leader® Concept. 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. 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.

1 - The Power of Strategic Leadership <ul style="list-style-type: none"> • The Need for Organizational Strategy • Developing an Effective Strategy • The Purpose of Organizational Strategy • Obstacles to Strategic Success • Your Role in Organizational Strategy 	2 – Strategic Purpose: Why We Exist <ul style="list-style-type: none"> • Purpose of the Organization • Developing Your Strategy • Defining Your Strategic Purpose • Commitment to Achievement and Productivity • Leading through Strategic Purpose • Integrating Personal and Business Goals
3 – Strategic Assessment: Where We Stand Now <ul style="list-style-type: none"> • The Essence of Strategic Leadership • Effective Strategy for Today • Achieving Outstanding Performance • What is Strategic Assessment? • Identifying Goals 	4 – Strategic Development: Where We Want To Go <ul style="list-style-type: none"> • Developing Strategic Goals • The Total Strategy Map • Building Your Organization • Impact of Goals on Behavior
5 – Strategic Execution: Making Strategy Happen <ul style="list-style-type: none"> • Cascading Strategy Through the Organization • What Do Your People Need? • Building a Management System • Achieving Ownership of Goals • The Purpose of Measurement • Who Keeps Score? • Review and Update 	Plan of Action <ul style="list-style-type: none"> • Growth Strategy • Productivity Strategy • Innovation Strategy • Re-engineering Strategy • People Strategy • Scorekeeping

Developing Extraordinary Leaders.
Delivering Extraordinary Results.
Guaranteed.

