

How to “LEAD” in the Process of Transformational Corporate Family® Leadership

High Performance Leaders are:

- Initiators
- Communicators
- Motivators
- Sustainers
- Developers of Commonality of Purpose
- Demonstrators of Corporate Character

Transformational Corporate Family®

Leaders:

- Introduce or review pertinent information to/with their team members.
- Equip team members to use this information and to cascade it throughout their organization.

The name of our business – LEADon® – is a call to action for today’s leaders. It’s a challenge to our own employees as well as the executives, teams and organizations we work with across the country to do something different, to be unique and to attain the leading edge in life! In a busy world, we want to make time and effort matter, not marginalize us.

LEADon® is also a battle cry to be proactive! It’s about urging all team members to use their talents each day so that they are truly making a difference in their professional and personal lives.

So, how can you really “LEAD” in this process of transformational Corporate Family® leadership within your corporate setting? Some of the crucial areas that we will encourage you and your team to implement include:

Life Balance:

Personal and professional life balance are vital to your success and significance. On the tight rope of life, balance is everything. Life balance focuses on those areas that are not negotiable. They must have a consistent place in your life in order for you to be professionally productive as well as satisfied and fulfilled in all that you do.

Effective Communication:

We live in a world where people talk a lot... and we are talked to via media even when no one else may

actually be in the room with us! So, why are there so many communication problems in our personal and professional lives if we have so much experience with talking? Perhaps it is because effective communication is an art that needs fine-tuning, and crucial listening skills that unify people and teams are often not taught to us in our “sound bite” society.

Aligned & Attuned Teams:

Productive people/teams have a strategic alignment and an attuned focus toward corporate – as well as personal – success. Many leadership researchers focus on teams that need to be aligned, but at LEADon® we believe that attunement is even more important. Alignment is when a team chooses to be *intellectually* in agreement . . . for instance, they agree to a schedule. Attunement, however, is when team members *emotionally* commit to each other. They not only agree to a “plan,” but they also commit to helping one another fulfill the demands that are placed on the team. This attuned group will deliver better than an aligned team every time!

Disciplined Leadership:

Exceptional leadership truly is top down. Another way of saying this is that you cannot lead where you won’t go and you will not be able to teach what you don’t know! At LEADon®, we encourage leaders at all levels of business to be introspective first. We offer tools that help to *internally and intentionally* develop personal leadership in all areas of life, then we teach these executives how to cascade these skills throughout their entire organization using these new Corporate Family® leadership skills.

What does Transformational Leadership look like in the workplace?

High-Performing Leaders can be identified relatively easily because they have three specific attributes that set them apart from the rest of the pack:

1. They strive for all of the components of “Hall of Fame Leadership” within their organizations.
2. They understand and utilize the principles of “Transformational Leadership.”
3. They lead with and by the components of High-Performing Leaders.

While the styles of leadership may vary from person to person and company to company, the fundamental principles that guide leaders at the highest level are

steadfast. They truly do stand the test of time and will serve to inspire all Corporate Family® members to reach their maximum level of potential.

It’s also important to note that these three are non-negotiable . . . you cannot pick and choose – cafeteria style – which ones you would like to exhibit within your organization if you want to be a High-Performing, Transformational Corporate Family® Leader. While some of these aspects of leadership may be a work in progress, the point is that you are strategically choosing to progress!

At LEADon® our goal is to assist you in developing the skills to become a “change agent.” This includes transforming yourself into the best that you can be, and then cascading those Corporate Family® Leadership skills throughout your organization in such an effective way that these changes leave a lasting legacy.

High-Performing Leaders must also demand transformational leadership from their team members. Yet in order to transform via leadership you must accomplish two critical goals:

1. You must give **insight**. Leaders have to bring new insights to the table as well as remind teams of insight(s) they have neglected or forgotten to utilize.
2. You must bring new **experience** to the protégés. Leaders must give their teams the opportunity to take insight unique to their business and put it into real-life experiences before they can cascade it throughout their organizations.

Finally, LEADon® believes that you can distinguish the leaders in any business from the imposters by observing the six qualities of truly High-Performing Leaders. These qualities of transformational leadership include being **Initiators, Communicators, Motivators, Sustainers, Developers of Commonality of Purpose and Demonstrators of Corporate Character**. More specifically, **Initiators** create opportunities that encourage sound leadership; **Communicators** are not necessarily great orators, but they have mastered the art of reaching people in order to nurture team members toward a clear understanding of their roles and responsibilities; **Motivators** establish an environment where team members achieve the objectives and goals of their organization routinely; **Sustainers** are able to keep momentum moving forward, regardless of circumstances, while consistently making the necessary mid-course corrections; **Developers of Commonality of Purpose**

are those leaders who ensure that their teams are both aligned and attuned; and **Corporate Character is demonstrated** by modeling integrity in patterned behavior both personally and professionally.

Although there is a great deal to be accomplished by leaders who desire to be High-Performing and

Transformational within their organizations, you do not have to strive to reach these goals on your own. Our team at LEADon® is ready to help you build on the skill sets you already have and fine tune those areas that you would like to transform in the days, weeks, and months ahead.

“The Magic”

One executive that has been greatly changed by this process was perhaps the brightest and most technically-competent professional that we had worked with to date. In his situation, however, being technically astute did not assist him when it came to the expertise he needed in leadership within his corporate setting.

Indeed, this executive frequently knew the right course of action to take – and he could outline a 5-star strategy and tactical game plan, but his interpersonal skills were so limited that few team members would work with him to accomplish those goals. He had never been taught (educationally or experientially) how to be a transformational leader let alone how to effectively work with individuals and teams! Even more concerning, this executive’s personal life was also out of control.

The “magic” started when the team at LEADon® began to assist this executive in bringing balance to his personal life so that it was no longer a distraction. He started to work on his marriage that he’d put on the back burner for far too long, he spent more time with his children, and he actually planned a family vacation (he hadn’t taken time for one in years). Interestingly enough, as these personal areas began to find balance, so did many of the “unexplained” health issues he’d been experiencing.

Although his superiors had once expressed concerns about his ability to lead his organization, this executive’s implementation of LEADon’s transformation leadership strategies turned his team members around. Many even started to cascade these skills into their own departments. As his interpersonal abilities began to complement his highly technical skills, this professional finally felt like he was developing into the integrated, high-performing leader he had always dreamed about becoming.

Steve Wilke, Ph.D.



skills necessary for success in today's global economy.

The author of several books, Dr. Wilke also serves as a media consultant on Mental Health and Leadership issues. He resides with his family in Southern California.

Jared Wilke, Psy.D.



Jared Wilke, Psy.D, is a clinical psychologist who has worked in multiple roles with the LEADon® Team over many years including the Director of Social Media, facilitated research and development of our products and now adds the role of consultant as a Principal of LEADon Inc. He continues to hone his expertise in the disciplines of psychology and leadership with his work coaching and mentoring executives and leaders, developing high performing teams and corporate families. Equipping others to realize and reach for their potential and to exceed expectations are among his primary objectives. In addition, his publications and professional presentations include his work with the Corporate Family® Model of Leadership Development. Dr. Wilke has a private practice in Southern California where he assists families, couples, and individuals.

Founded in 1998, LEADon® is a highly respected organization focusing on improving executive, team, and corporate performance through internal and intentional leadership.

The LEADon® team includes professionals with expertise in Individual, Organizational, and Systems Psychology, Psychological and Organizational Assessment, Educational Leadership, Business and Management, Law Enforcement, and Non-Profit Organizations.

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