

# Exceptional Leaders Know that Their Corporate Family® Matters

Since its inception, LEADon® has had a unique approach to leadership development. Every business—whether composed of two or two thousand people—is a Corporate Family®. Men and women in our professional families behave in surprisingly similar ways to our personal families. Leaders who guide the Corporate Family® are looked up to like parents, and employees at every level of the organizational chart tend to interact like siblings, sometimes with the rivalry included!

In our work with organizations, we've observed that exceptional leaders always "get" the importance of running their company like a family. They understand that people interact similarly no matter what environment they're in, and that when the Corporate Family® is intentionally cared for, it not only survives—it thrives! Productivity and profitability will increase when leaders and their teams build strong family ties.

So how do leaders shift to this kind of successful organizational paradigm? In LEADon's book, *Corporate Family Matters: Creating and Developing Organizational Dynasties*, we give leaders and their teams ten essential areas in which they can develop and strengthen personal and professional interactions. Here are a few of these strategic concepts that must be specifically addressed to build and equip a healthy Corporate Family®:

## 1. Leaders as Parents of the Corporate Family®:

Are members of your leadership team prepared to "parent" the Corporate Family®? We have specific strategies for improving leaders' abilities to guide and inspire all employees—because the Corporate Family® really does matter!

## 2. Corporate Family® "Secrets":

All Corporate Families® must directly deal with secrets, whether past or present. By intentionally addressing these dilemmas, leaders will be able to move their Corporate Family® to a place of health, success, and significance.

## 3. Generational and Gender Differences:

Diversity within the Corporate Family® is a fact of life, but how leaders develop their teams in regard to the generations and genders within their organization will make a measurable difference in their long term success.

## 4. Divorce, Remarriage, and Blended Corporate Families®:

Just as the name suggests, organizations are organic—so they are always in flux! Some people will opt out, while others will need to be given "free agency." Sometimes mergers and acquisitions change the dynamics of the Corporate Family®. Learning how to specifically deal with these transitions is an essential skill set for exceptional leaders so they can keep the organization moving forward toward its business goals.

*Corporate Family Matters* is one tool that LEADon® uses with organizations to equip all members of the team with the Corporate Family® skill sets needed to thrive in an ever-changing, global marketplace. By focusing on specific strategies, your Corporate Family® leadership can and will improve. And as you cascade these skills throughout your organization, the entire Corporate Family® will move from ordinary to extraordinary!

## “The Magic”

Dave knew he had a great company, especially since profits had been consistent despite the struggling economy. Yet for several months, he had been worrying that this comfortable situation was starting to change. Many of his employees were coming to him and his executive team with problems—especially with other team members.

At first, the problems were fairly typical, but then he noted that they were revolving around a similar theme:

“That new kid doesn’t seem to care about what he’s doing. I tried to get him to focus the other day, and he just stared off in space when I talked to him.”

“I’m sorry, boss, but the new receptionist isn’t working out. She listens to music all day, surfs the Internet, and she even looks like she’s playing some sort of word game while manning the phones!”

“The supervisor in the field is driving all of us nuts! He’s constantly telling us how it used to be ‘back in the day’ and that we should show more gratitude for our jobs. Gratitude! We’re here every day, aren’t we?”

The final straw for Dave was at an All-Staff meeting. As his employees entered the room, he noticed the senior members of the company sitting together in front, while his younger employees segregated themselves in the back. How could his organization stay profitable if everyone seemed so disunited?

That’s when Dave called LEADon®. After an assessment of the Corporate Family®, we quickly discovered that generational issues were at the heart of these disconnects. We developed a strategic Corporate Family® plan with Dave and his leadership team, equipping them with the skill sets they needed to become Cultural Translators for the various generations in their workforce. These strategies were then intentionally cascaded throughout the organization in a series of Corporate Family® sessions so that everyone could understand the strengths that each generation brought to the entire team.

The good news? When Dave retired recently, he left the legacy of a healthy Corporate Family® that is still productive and extremely profitable!

*\*The names have been changed for confidentiality.*

## 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.

LEADon, Inc.  
P.O. Box 503377  
San Diego, CA 92150  
Phone: 858.592.0700  
[info@LEADon.biz](mailto:info@LEADon.biz)  
[www.LEADonUniversity.com](http://www.LEADonUniversity.com)