

# The LEADing Edge

The economy has always influenced how companies do business, but no one could have predicted the impact it would have during the past few years of financial crises across the globe. Even some of the strongholds in commerce and the “safest” investments have been shaken by the ebbs in the marketplace. This is a major reason why LEADon® continues to assure executives and their teams that there’s no better time to get *The LEADing Edge* in order to enhance organizational success.

*The LEADing Edge* is LEADon’s treatise on exceptional Corporate Family® leadership development for executives and their teams, but it’s also much more. This book details our philosophy about great leadership—the kind of leadership that stands the test of time. We assist organizations that are struggling and help them develop teams that are high-performing, productive, and profitable.

Getting the “leading edge” in your business is an internal and intentional process. So, the road to improving leadership in my company starts with me, and then I must ensure that these exceptional skill sets are cascaded down to all of my corporate family members. I can’t wait for someone else to do it. Great leaders realize the time for building sound skill sets begins with them—and it must begin now!

Next, we must realize that, as today’s leaders, we can strengthen our corporate families—no matter the economic forecast or marketplace highs and lows—by implementing nine specific strategies. These “Straight Line” strategies fall into three major categories:

## 1. Personal Strategies:

As a leader, you must not only assess your own

strengths and weaknesses, but you must also develop those of your team members. Everyone in your organization should exhibit exceptional Corporate Family® leadership skills whether they’re at the top or bottom of the organizational chart. And all leaders on your team need to demonstrate the qualities of internal and intentional Corporate Family® leadership.

## 2. Professional Strategies:

As a leader, you can always enhance your ability to field a “High-Performance Team” by choosing, from the large pool of potential employees, people who demonstrate the skill sets you need to be productive and profitable. In addition, to develop and maintain a high-performing team, you must be willing to equip your leaders so they can pass on critical “Straight Line” strategies to everyone in your Corporate Family™.

## 3. Team Strategies:

Exceptional Corporate Family® leaders must understand the generational groups who comprise their Corporate Family® and become “Cultural Translators” in their organizations. Again, this process must first take place in the leader’s life, and then be cascaded down to the company. Every generation brings a wealth of strengths to your company, and each will also have weaknesses that must be addressed as part of your leadership development plan. In addition, defining your culture is crucial for productivity and profitability, as are detailing your desired legacy and your succession plan.

Whether it’s the best of times, or it’s the worst of times, you can still get *The LEADing Edge*! This Straight Line approach for exceptional leadership will allow you to strengthen your team now and reinforce sound skills that will help you ride the waves of corporate life safely and successfully.

How do we know? Because we’ve witnessed hundreds of leaders transform themselves and their teams into powerhouses in their respective industries. These organizations aren’t simply surviving—they’re thriving! And that’s what we can do for you and your team, using our Corporate Family® leadership training services.

## “The Magic”

Years ago, a leader told us, “I don’t know exactly how you did it, but LEADon® brought magic to my company.” He said we’d helped him transform it from ordinary to extraordinary. While we appreciated the compliment, we also knew that the real magic lies in our simple, strategic, Straight Line approach.

Mike’s company had been struggling from a lack of intentional effort to develop and maintain his team of two hundred-plus employees. In addition, he had a member in management who didn’t fit the corporate culture. He’d fielded his team with a bad player whose negative influence was impacting everyone else in the corporate family.

The first dilemma was an easy fix. After the LEADon® team visited Mike’s company and conducted an assessment of their Corporate Family’s® needs, we created a plan to begin specific Corporate Family® leadership development at all levels of the organization. We started with exceptional leadership strategies, and then integrated our Six Benchmarks for Internal and Intentional Leadership with Mike’s leaders.

The second problem—that of the negative employee—resolved itself once these leadership sessions started. In one session, “Cathy” told her colleagues that she was “okay with being average.” You could have heard a pin drop in that meeting! Shortly afterward, Cathy decided that she needed free agency. At LEADon®, we’ve discovered that those who don’t fit a company’s corporate culture will resist, struggle, and sometimes outwardly fight against efforts to improve leadership strategies in the organization. Once they realize they cannot stop change, they will often opt to find other employment.

Today, Mike’s organization has made it through the latest economic crisis with a few scars, but many successes. Like other companies, they had to downsize. But they have survived, and the future looks brighter because they now have an aligned and attuned team equipped with sound Corporate Family® leadership skills.

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

## Steve Wilke, Ph.D.



Dr. Wilke and his team at LEADon® have dedicated themselves to equipping executives as well as Corporate Family® members and leaders of all types in order to improve their performance through internal and intentional leadership. In particular, Dr. Wilke assists companies that want to enhance their corporate culture and equip employees with the Corporate Family® leadership 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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