

THE LEADERSHIP TRUST®

CINDY STRANAD

“Impacting Relationships to Impact Bottom Line”



“As I review each of the accomplishments that Dual Temp has achieved during its fiscal year that ended September 30, 2004, I repeatedly rediscover the impact of The Leadership Trust. Our Revenue grew by 60%, our income grew by 149% (that’s a 2-1/2 times effect), and we are budgeting significant increases (25%+). These are tangible, real, take-it-to-the-bank-and-cash-the-check results. The amazing thing is, to support growth rates of this order of magnitude, we are constantly adding personnel to our company - yet our executive staff and even everyone else seem so aptly prepared to eagerly embrace all this, without an oppressive amount of wasted energy. We have now sent twelve of us through the PLDP at The Leadership Trust, and any key players who join this company will unquestionably attend the Trust’s PLDP. This program absolutely does impact relationships to impact bottomline.”

David Noel • CEO, Dual Temp • 610-791-9100

Got a guy in your company you suspect eats nails for breakfast yet has an impressive technological knowledge and wealth of experience that should improve your company’s competitive edge?

How about that gal with the “disease to please” that undermines her talents? Then there’s Paul, equally talented but quiet and serious to the extent that everyone regards him as unapproachable. Some of your employees may struggle to hear and heed those whose personality gets in the way of effective leadership.

After all, personality **is** the instrument of leadership. If someone in your company bears resemblance to one of the above types, you’ve got a leadership crisis on your hands. Simply stated, people who fit these descriptions, among many others, share in common their inability to inspire and motivate.

“A decision to invest in a key player is synonymous with making an

investment in the future of your organization,” says Dr. Holly Latty-Mann, president and cofounder of The Leadership Trust®, whose hallmark Personalized Leadership Development Program (PLDP) ensures that key players in your organization will “one-eighty” those problem areas.

Latty-Mann is quick to point out that this program is also for non-problematic executives – hence the word “personalized” in the title. These executive types oftentimes are those interested in honing their skills to handle those who are, in fact, problematic. Or it may be that they are attending because they are being groomed for advancement as a part of succession planning. They may represent those executives you already value and wish to retain, or those executives, including CEOs

who are already effective but wish to go from good to great.

Regardless of the motivation behind sending someone for leadership training, The Leadership Trust® regards all attendees as winners. “It takes a talented facilitator to chip away at the granite to collaboratively create a David or Venus,” says Latty-Mann, a clinical psychologist who established The Leadership Trust with the late Dr. Jim Farr in 1998.

The following represents processes The Leadership Trust® uses in its PLDP, in which 98% of its past attendees describe it as their best professional **and** personal development experience ever.

- **A RADICAL 360 FEEDBACK PROCESS THAT HAS GUTS.**

“If we told you what we meant by radical, we’d have to kill you,” Dr. Latty-Mann quips.

- **A PERSONALIZED TRANSFORMATIONAL LEADERSHIP ACTION PLAN**

that all participants create and internalize and thus leave with a clear, individualized psychological roadmap of how to turn around that which is holding them back.

- **A LASTING SELF-AWARENESS APPROACH.**

If you don’t know, you can’t fix, and a lot of this material is housed within the subconscious, therefore all facilitators have PhDs in psychology with ample business experience.

- **THREE ASSESSMENTS**

that address personal traits as well as states, the latter of which recognizes the context of others and work situations.

- **A UNIQUE TEAMBUILDING PROCESS.**

The PLDP program subtly draws participants into a team so that they are motivated to connect and engage in the same way upon

returning to their organization.

- **A LOT OF ONE-ON-ONE ATTENTION.**

PLDP classes are limited to approximately 10 participants because of this notable amount of personalized attention.

Most recently, The Leadership Trust® joined forces with the Fuqua/ Coach K Center of Leadership and Ethics (COLE) at Duke University with a desire to leverage the intellectual resources and practical experiences of leading academic and executive institutions in order to bridge theory and practice. This dynamic partnership will increase The Leadership Trust’s ability to engage executives throughout the US and beyond in fulfillment of its mission-- *impacting relationships to impact bottom line.*

According to Dr. Latty-Mann, leadership workshops are about perceptions management. It does not matter whether the perception is true or not; what matters is that it is true to the person who perceives a negative quality in that target person. A competent facilitator can manage this process such that the attendees - *without a defensive posture* - not only welcome peering into a psychological mirror on their personal pathway to getting to “know thyself,” warts and all, but also show heightened motivation to do something about it to the degree that positive impact on the bottom line is notable.

For more information on the Personalized Leadership Development Program (PLDP) offered through The Leadership Trust® and to view “out of the box” testimonials by past participants, visit www.leadershiptrust.org. Because this program is offered in alliance with Duke University’s Fuqua School of Business (their Coach K Center of Leadership and Ethics), you may also want to visit www.leadershipandethics.org. ◀