

The Total Leader[®]

**EFFECTIVE
STRATEGIC
LEADERSHIP**[®]



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Effective Strategic Leadership®

Part of the Total Leader® development process

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.

ONE: The Power of Strategic Leadership

The Need for Organizational Strategy
 Developing an Effective Strategy
 The Purpose of Organizational Strategy
 Obstacles to Strategic Success
 Your Role in Organizational Strategy
 - Lesson Plan of Action

FOUR: Strategic Development: Where We Want To Go

Developing Strategic Goals The
 Total Strategy Map Building
 Your Organization Impact of
 Goals on Behavior
 - Lesson Plan of Action

TWO: Strategic Purpose: Why We Exist

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
 - Lesson Plan of Action

FIVE: Strategic Execution: Making Strategy Happen

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
 - Lesson Plan of Action

THREE: Strategic Assessment: Where We Stand Now

The Essence of Strategic Leadership
 Effective Strategy for Today
 Achieving Outstanding Performance
 What is Strategic Assessment?
 Identifying Goals
 - Lesson Plan of Action

Program Plan of Action

- Growth Strategy
- Productivity Strategy
- Innovation Strategy
- Re-engineering Strategy
- People Strategy
- Scorekeeping