

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