



LEADERSHIP ROLES



FOR TODAY'S
LEADERS

"The heart and soul of a
company is
creativity & innovation."
- Robert Iger, CEO of
Walt Disney -





LEADERSHIP ROLES

Leadership Roles

The goal of this course is to help participants define what a leader is, contrasted with the traditional role of a manager. Then discover the difference between controlling and empowering leaders. Empowered leaders understand the Team Model, how to lead from the balcony and are aware of what his/her strengths are.

Objectives:

- The leadership factor in achieving long-term organizational success
- The difference between leadership and management
- The difference between controlling and empowering leaders
- Understand the fundamentals of teams and leadership within a team environment
- Commit to lead from the balcony
- Find balance among the leadership roles

"HIGH EXPECTATIONS ARE THE KEY TO ABSOLUTELY EVERYTHING"
- SAM WALTON -

The Leadership Factor

It is becoming more and more difficult for businesses, whether large or small; to survive in today's market place.

According to Business Week:

- The life span of average multi-billion corporations is about 12.5 years.
- Forty percent of new businesses fail within 10 years.
- Only 12% survive first five years.
- Only 2-3% survive 10 years.

Why is survival of a business so difficult?

- Numerous Competitors
- Not understanding their customers' expectations
- Not understanding markets and the external environment
- Under-capitalization
- Lack of business strategy and clear goals
- Location
- Timing
- Lack of planning
- Poor organization
- No leadership



Leadership is the most important factor in achieving and sustaining organizational success:

- Leaders have the power to make things happen and influence the organization
- Leaders are responsible for all of the factors including (understanding customers, markets and developing a strategy, etc.)
- Leaders provide the vision, inspiration and direction to attract and motivate others to be successful
- Leaders create the infrastructure - processes, systems and structure in which the organization can succeed.

" LEADERSHIP IS THE PIVOTAL FORCE BEHIND SUCCESSFUL ORGANIZATIONS. TO CREATE VITAL AND VISIBLE ORGANIZATIONS, LEADERSHIP IS NECESSARY TO DEVELOP A NEW VISION OF WHAT THEY CAN BE AND THEN MOBILIZE THE ORGANIZATION TO CHANGE TOWARDS THAT VISION "
- WARREN BENNIS -



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