

### **Characteristic Client**

You probably know a leader and leadership team that could grow well beyond "good enough." Here is a description of just such an organization:

- an entrepreneurial company (or a local office) that has fifteen or more successful years of operation
- a company that has focused on providing superb services and products to its customers
- a stable company, one that perhaps has hit a plateau in sales growth, employee growth, internal succession, and/or new customer acquisition
- annual sales typically between \$5 million and \$100 million
- a deeply committed leader--committed to serving his or her customers, offering excellent products and services, and providing a superb culture for the organization's employees
- a shackled leader--one who has not yet realized the freedom and assurance that is possible through building future leaders and delegating operational responsibility; the organization probably has never seriously considered an overt "leadership development" process--the focus has always been on functional and technical skills associated with the products or services they provide
- a leader who believes that "good enough" is NOT good enough--someone devoted to improvement, but who is stuck individually or organizationally, not knowing how to generate further enhancements
- those reporting directly to THE leader are loyal; some have been around a long time and know and execute their responsibilities well

I work with the organization's leadership team to enhance the culture of the organization by installing a repeatable, reliable leadership development process. To start with a baseline analysis, I conduct a comprehensive "organizational health assessment," using the criteria for the National Quality Award (These seven criteria are typically called the "organization performance model.")

I then work with each leadership team member, improving his or her individual capabilities. We work together on the particular skills that each person selects. To provide guidance in where to focus, each person conducts a self-evaluation on 67 leadership attributes. He or she (usually with the boss) selects three or four specific attributes for improvement. Together, we build a plan that supports the person's "real work" in the short-term and expands the person's skills for the future.

Here's the bottom line outcome for the entrepreneurial leader: I provide freedom and assurance that did not exist prior to my involvement.

- freedom to pursue other interests (expand the existing business, start a new business, conduct mission or philanthropic work, spend time with family, etc.)
- assurance that the operation will continue to function (and probably improve) without the leader's personal involvement in the day-to-day operations.

What's in it for everybody else? The organization now has a process that can be applied to any individual in the organization--without the need of involving me. The quality of the organization's culture and processes is enhanced. Because of that, the hard number results in terms of revenue, productivity, reliability, employee retention, and customer satisfaction improve. Further, each member of the leadership team has far greater skill to contribute, both directly and in building the future capacity of the organization. Everybody wins! That's the only way I'm willing to play!

To the best of my knowledge, I have no competitor in Georgia south of Atlanta. And even in Atlanta, an organization would have to hire an expensive consulting firm to obtain my services. I'm local, less expensive, and I focus all my efforts on the unique needs of **you** and **your organization!**