

The Total Leadership Model

The Total Leadership Model provides an overall view of how Leadership creates the desired results of the business and/or organization. It serves as the backdrop for the leadership journey that begins with Purpose and moves through People and Process to create Moments of Truth that drive Profit.

Loyal Customers

Customers drive revenue; Loyal Customers drive PROFITABILITY. Therefore the goal of any organizational Strategy must be to create loyal customers to effectively compete in today's business environment.

Employees

It is through the alignment of People Management and Operational Systems to your Business Strategy that your organization's employees will maximize their Moments of Truth with your Customers and Create the Loyalty required for long term Profitability.

Operational Efficiency

Operational Efficiency addresses the way work will flow through your organization and the way it is structured to enable the Strategy to succeed. It is a reflection of how well the organization's operational PROCESSES are aligned.

Strategy

Your Strategy speaks to how you will execute against your competition or our personal barriers during this business cycle (typically this current year). It is a reflection of your organization's PURPOSE as a business.

Leadership Development

Leadership Development addresses the way the organization is led by its leaders, managers and supervisors through communication, delegation and recognition of your organization's employees to enable the Strategy to succeed. It is a reflection of the organization's commitment to its PEOPLE.

