



Total Leadership

**Aligning Purpose, People and
Process to achieve sustainable
Profit**

Agenda

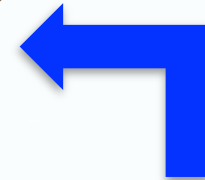
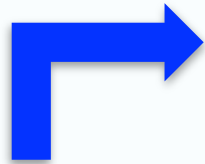
- The Total Leadership Model
 - Purpose – Strategy
 - People – Leadership Development
 - Process – Operational Improvement
 - Profit – Loyal Customers/Donors
- Additional Resources



Loyal Customers/Donors

****Moments of Truth****

Employees/Staff



**Operational
Improvement**

**Leadership
Development**



Strategy



Purpose

What is Your Competitive Strategy?

**You Can't Control
the Wind...**

**...But You Can
Adjust The Sails**



What is Your Purpose?

- Vision – What does your organization aspire to in the next 5 years?
- Values – What does your organization stand for; what is your culture based on?
- Mission – Tangible elements of the Vision to create Strategy
- Strategy – How will You Compete?

How Competitive Are You?

- Current growth assumptions versus growth assumptions from two years ago
- What events are critical to analyze to determine your next move?
- Scenario building around key strategic assumptions helps risk management.

**When The
Winds Change...**

**...Which Way Is
Your Crew Facing?**





People

Ensuring the right People are in place to achieve sustainable success

Lead, Follow...



**...or Get Out Of
The Way**



How to Develop Your People

- Conventional Methodology – If we grow certain qualities in our people, they will lead us to positive operational results.
- What qualities are needed in the future and how quickly can your organization adjust?
- Amounts to a “Field of Dreams” strategy (build it and they will come).



Conventional Methodology

Intent

**Grow
Leadership
Qualities in
People**

Then

**Get
Results**

versus

Reality:

**Grow
Leadership
Qualities in
People**

Then

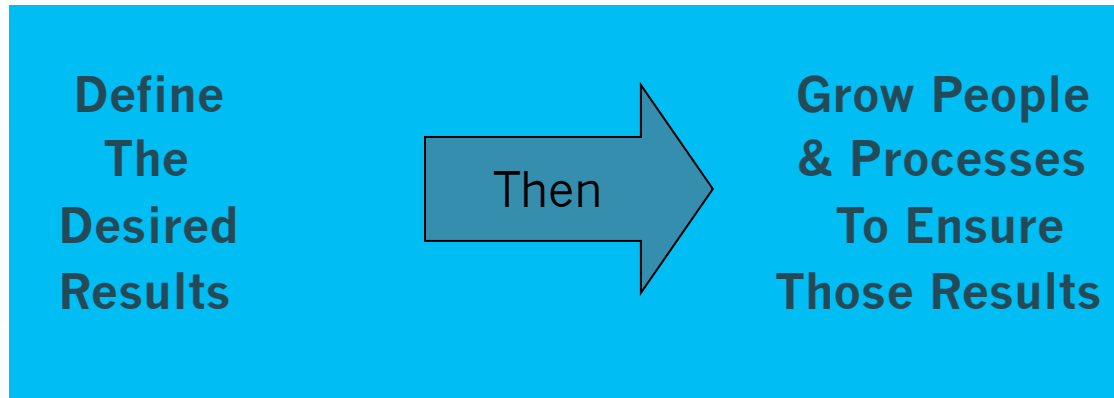
**“Hope”
for
Results**

Results Based Development

- “Leadership is all about the Results” - Peter Drucker
- Results Based Methodology – We will grow our people specifically to accomplish the positive operational results we need.
- Creates strong alignment between Vision, Strategy and People Development.



Results Based Development



As You Look At Your People Development Strategy...

...Are Leaders
leading or are
they in the way?





Process

**Bad Processes
can ruin Good People!**

**“If You Can’t Describe What
You Do As A Process...**

**...Then You Don’t
Know What You
Are Doing”**

Dr. W. Edwards Deming



Everything is a Process

- Measurements are Key
- If you cannot measure it, you cannot control it
- If you cannot control it, you cannot manage it
- If you cannot manage it, you cannot improve it
- It is as simple as that
- *Business Process Improvement* by Dr H. James Harrington

Traditional Process Metrics

- Effectiveness – Synonymous with Quality.
The extent to which the outcomes of the process meet the needs/expectations of the customers.
- Efficiency – Synonymous with Productivity.
The extent to which resources are minimized and waste is eliminated in the pursuit of effectiveness

But What About...

- Adaptability – Synonymous with Change and Innovation. The extent to which the process handles future, changing customer expectations and their individual special requests.
- How are you measuring Adaptability and the ease by which you meet changing customer demands?

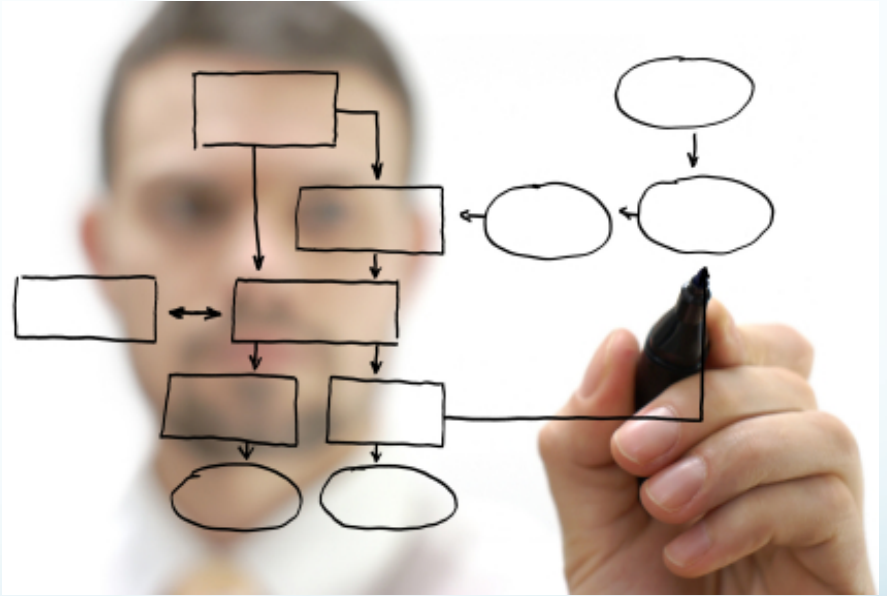
Everything is a Process

- Process improvement is no longer the domain of the “back office” as over half of the improvement opportunities are in the “front office” (sales, HR, marketing et al).
- Process improvement is not just for large corporations as it typically has a greater revenue impact in small companies.



As You Scan Your New Business Landscape...

...tell me what you do again?





Profit and Progress

**Are your Customers/Donors Loyal
or just merely satisfied?**

“Customer Satisfaction is Worthless...

...Customer Loyalty
is Priceless”

Jeffrey Gitomer



Loyalty = Profit

- Customers drive Revenue; Loyal customers drive Profit.
- How difficult is the 2nd, 3rd, 4th and nth sale to existing customers or donors?
- 5% increase in loyalty can generate up to 80% increase in profits.
- Customer loyalty is a function of Employee Engagement ~ currently 30% in many companies!



Moments of Truth

- Moments of Truth occur every time a customer directly or indirectly comes in contact with your business. They build:
 - Trust between you and the customer
 - An emotional tie with the customer
 - Leverage empathy to meet and exceed ongoing expectations



Are What Your Customers Getting From Your Products and Services...

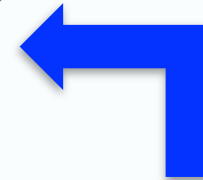
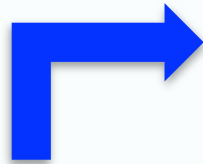
...Worthless or
Priceless?



Loyal Customers/Donors

****Moments of Truth****

Employees/Staff



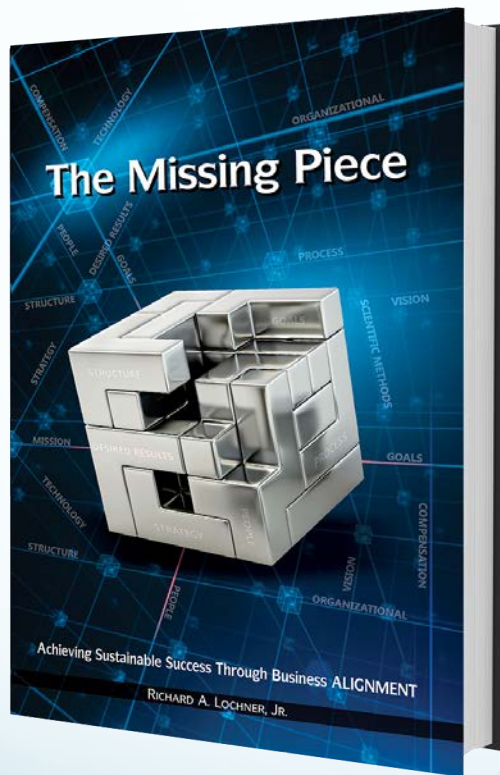
**Operational
Improvement**

**Leadership
Development**



Strategy

Additional Information!



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[http://www.rpcleadershipassociates.com/
Food/TotalLeadershipModel.aspx](http://www.rpcleadershipassociates.com/Food/TotalLeadershipModel.aspx)

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Thank You!

