

Leadership: The Key to Predictable Business Success



Broad-based and careful research has established the clear value of excellent leadership. For example, the *Gallup Organization* evaluated more than a million employee surveys and determined the organizational impact of leadership: engaged followers who bring the best of who they are to work each day. **The Leadership Project™** is based on research showing that organizations can significantly increase their competitiveness through effective leadership development.

Competitive Advantage...

The combination of employee engagement and leadership depth is a **true competitive advantage**. When a business has a surplus of great leaders and an actively engaged workforce it will deliver predictable growth and optimized bottom-line results. The organization will attract and retain high caliber employees and clients as a benefit of developing extraordinary leaders.

An Intentional Approach

Savvy senior executives prioritize intentional leadership development. When CEO's are asked, "do you want to grow the capacity of your leadership team?" without exception, their response is affirmative. But when the average leader is asked to describe their plan for leadership development, most admit they have no proven, long-term solution for increasing the abilities of their existing leadership team, much less building leaders to meet future needs.

The Leadership Project™, developed by Conequity Resources, is a simple but thorough approach for growing effective leaders. Leveraging extensive research and the input of numerous executives from a variety of industries, The Leadership Project™ employs proven methodologies and timeless principles, a universal approach that can be customized to any organizational setting. The Leadership Project™ better prepares existing leaders to face present challenges while building leadership depth to meet future needs.

Extraordinary Leaders - Extraordinary Results

Simple, Powerful, Effective

The Leadership Project™ is constructed around three key elements:

Resolve is a determined “board-level commitment” to build leaders throughout the organization. From senior leadership down, the resolve to *Be a Leader and to Build Leaders* is the essential groundwork of an effective leadership development culture.

Demonstrate introduces the necessary functions of leadership: to be provide *Clarity* and *Care* to their people. Demonstrate establishes the scope of the leadership task as well as the intent of the leadership development process.

Cultivate is the intentional development of an atmosphere conducive to leadership growth. Strong leaders at every level of the enterprise intentionally cultivate an environment characterized by *Learning and Accountability*.

These three key elements, when combined, work together to create a winning leadership culture.



Tools to Succeed – The Leadership Project™ Methodology

The methodology follows a simple outline. Principles are implemented through a practical and effective approach:



Assess – The assessment establishes an employee satisfaction benchmark (the Enterprise Commitment Index) and evaluates current leadership capabilities and challenges.

Introduce – Powerful presentations have been developed to introduce the principles of effective leadership.

Reinforce – Recognizing the need for developing leaders in the context of real world business challenges, twenty-five tools and processes have been crafted to reinforce the leadership development process.

Reproduce – The goal of **The Leadership Project™** is to train highly productive leaders to become equally effective at building leaders. As leaders build leaders, the organization enjoys the benefits of greater leadership maturity and a deeper leadership bench.

Measuring Leadership

Even when organizations invest in the development of their leadership team, our research has demonstrated that the results of those efforts are not adequately measured. Yet numerous studies have shown that leadership ability and development can be measured. In the Gallup research, as documented by Buckingham and Coffman in *First Break All the Rules*, it is unnecessary to use complex questionnaires to determine the morale or productivity of the work force. **The Leadership Project™** has adapted the research of Gallup and others to create a valuable tool (The Enterprise Commitment Index—ECI) for understanding the effectiveness of leadership within a firm. The ECI is part of the Assess Phase and enables an organization to pinpoint significant employee issues and measure progress as leadership capability increases.



As Jim Collins states in his best selling book, *Good to Great*, the positive impact of leadership “is an empirical fact, not an ideological one.” David Maister, author of *Practice What You Preach*, establishes from his research that a small move in employee satisfaction will drive a significant improvement in financial results. The research of Gallup, Collins and Maister together overwhelmingly establish the point - investing in leadership development will unquestionably deliver bottom-line results!

The Leadership Project™ is an invitation to move from good intentions to determined execution. *Resolve* to grow the leadership capacity of everyone on the team. *Demonstrate* the leadership task with penetrating clarity and meaningful care. *Cultivate* an environment of learning and accountability that will attract, build and retain leaders, creating extraordinary results.

Conequity Resources, LLC, established in 1997, provides management consulting and leadership development services.

The Leadership Project™

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