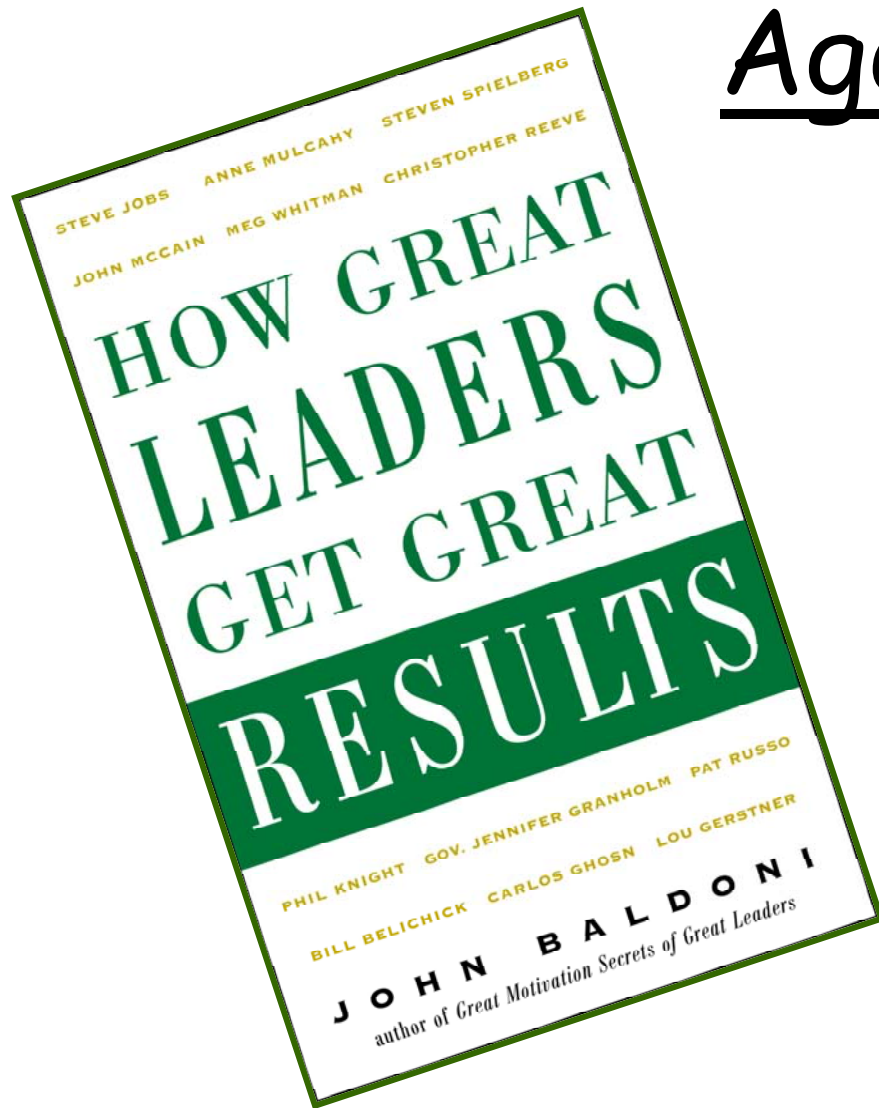


How Great Leaders Get Great Results

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Agenda

- How **communications** drives creation/achievement of results
- How to create an **aligned** organization
- How **stories** drive the leadership process

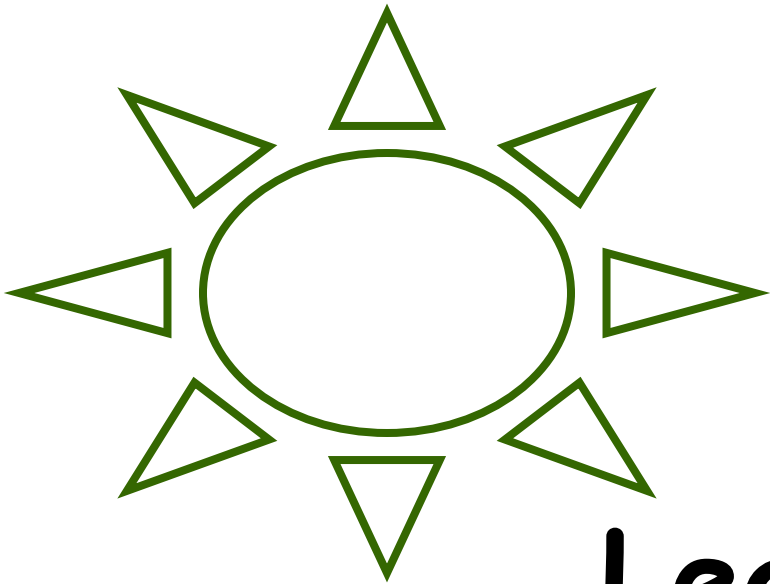


**Managers spend
50-80% time
communications
(Institute for Conflict
Prevention)**

**70% employees
felt information
from senior
management was
misleading
(Watson Wyatt
UK)**

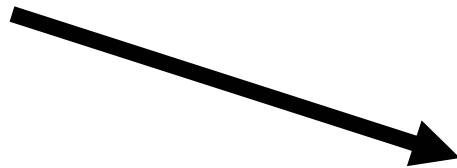
**61% employees
distrust senior
leaders (Watson
Wyatt)**

Source: Larry L. Hansen "Why Won't They Listen
Occupational Hazards 9/2004/Sandar & T.J. Larkin
*Communicating Change—How to Win Employee Support
for New Business Directions* McGraw-Hill 1994

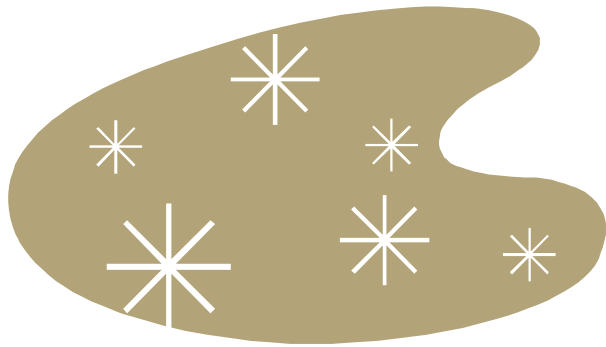


Leadership

Trust



Results



Aspire!

Vision

- Think big.
- Make it real.
- Make it personable.

Alignment

- Know the mission.
- State the goals.
- Create action steps.

Perspire!



Execution

- Delegate responsibility & authority.
- Manage the process.
- Lead by letting go.

Only 43% of employees believe their companies manage business change well (Watson Wyatt)



52% employees say they do not have a clear line of sight between jobs and corporate objectives (drop of 13 points) (Watson Wyatt)

Discipline

- Teach accountability.
- Insist on ownership.
- Invite feedback.



Require!

Risk

- Think outside of the box.
- Make it safe to fail.
- Put some skin in the game.

Courage

- Value courage.
- Cope with fear.
- Courage is contagious.

- **Employees trust their bosses**
- **Companies that communicate well report 4.5 times levels of employee engagement (Watson Wyatt)**
- **Communication effectiveness is a leading indicator of financial performance (Watson Wyatt)**

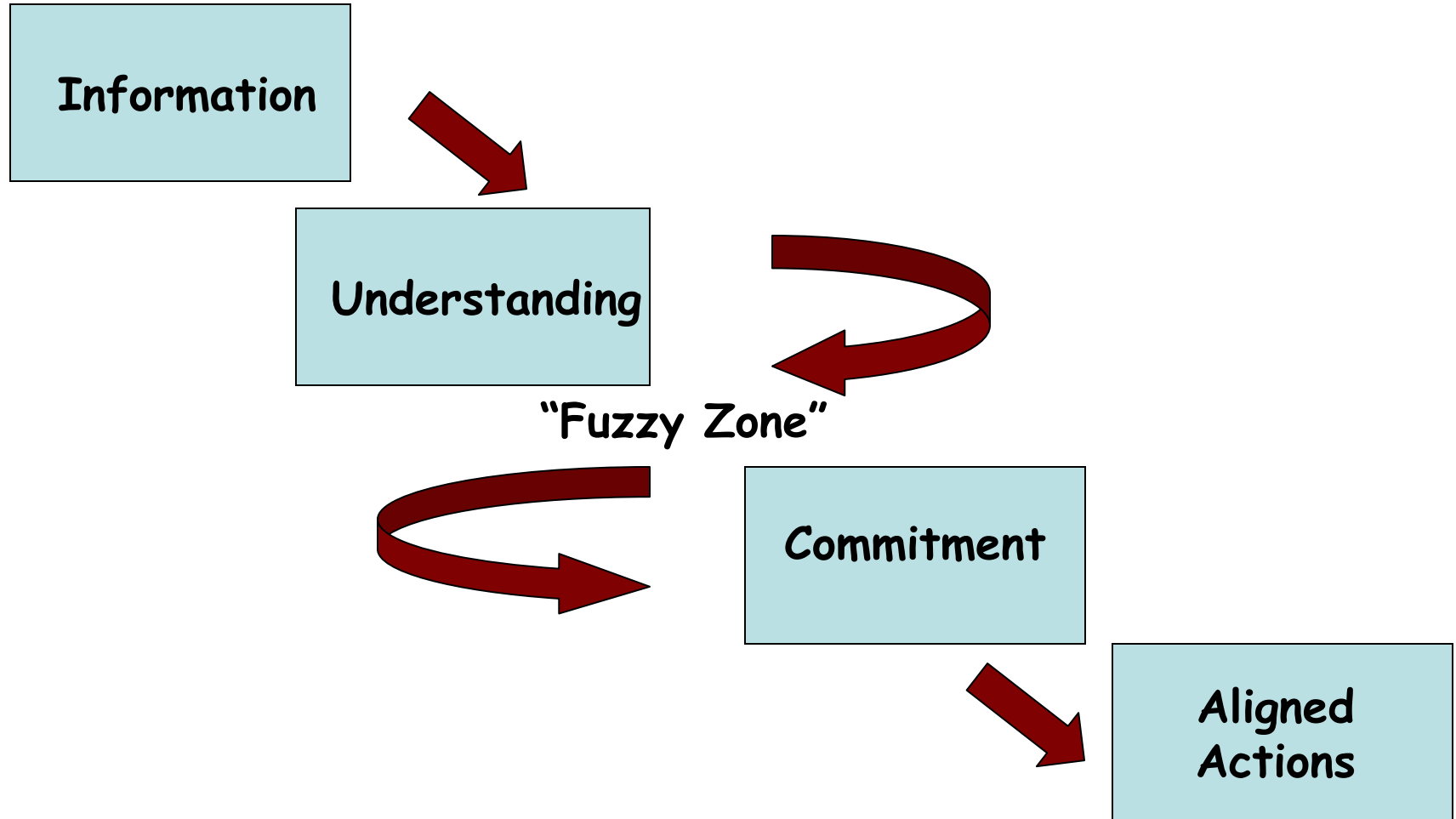


Source: Larry L. Hansen "Why Won't They Listen"
Occupational Hazards 9/2004

Transpire!



Aligned Action Model



Source: Gene Schutt

Results

- Align for action.
- Instill confidence.
- Make it sustainable.

Vision

Courage

Alignment

Results

Risk

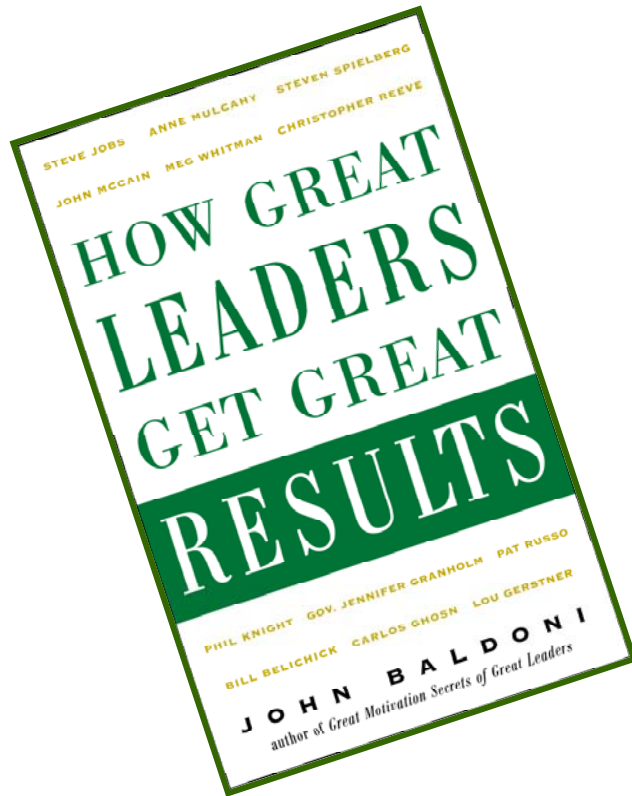
Execution

Discipline



Do it **now!**

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