



## ACADEMY LEADERSHIP

*Achieve Business Success Through Leadership*



### ENERGIZE2LEAD PROFILE™

***It's difficult to lead if you don't know yourself and your people.***

It has often been said that effective leadership is to "know yourself, know your people and know your stuff." It is safe to assume that most leaders do not inherit the mantle of leadership without extensive experience in their respective field of expertise and "know their stuff." Even though most people who become "the boss" are convinced they truly know themselves, they soon discover that they also must learn how to lead all their people who think and act differently, not just the 25% that think and act like them. The challenge becomes knowing our people well enough to effectively lead and to use a style of energetic leadership that motivates all to follow.

#### ***The Energize2Lead Profile™***

The Energize2Lead Profile™ identifies what types of activities energize a leader as well as what activities can lead to frustration. The survey results unleash the power of the three dimensions of a leader's energy: (1) Preferred Styles; (2) Expectations; and (3) Instinctive Needs.

Different companies attempt to diagnose their leadership styles in various ways. Some use surveys and instruments developed in-house, some use traditional single dimensional personality profiles, some use focus groups and structured interviews, and others use the time-tested method of "BOPSAT" (bunch of people sitting around the table). While each fills in a piece of the puzzle, they are unsystematic and often lack scientific reliability and validity. Further, they often only find exactly what the initiator is looking for - if they think communications training is needed, they generally find poor communications and so forth.

What is truly required is a comprehensive profile of leadership styles throughout the organization - not to rate the company's leadership, but rather to assess the areas in which changes can be made most effectively for the benefit of the organization by understanding how people work together consistently. The *Energize2Lead Profile™* has three major advantages over other common profiles in that it delivers, (1) a three dimensional profile; (2) a group/team dynamic report; and (3) a software generated, navigational desktop report.

Often, traditional methods ask people to consider situations on a single dimension. The *Energize2Lead Profile™* however, considers many facets of one's instinctive nature, expectations, and dominant preferred styles. Moreover, another advantage is that the results of the profile can be used collectively for group dynamics to enable a series of leadership teams to "know each other." The most unique added value is that all individual and group profiles are made available through a software program that is displayed on one's desktop and is readily available for use on a daily basis.

#### ***What do the results indicate?***

The results of the survey provide insight on:

- How employees needs are met in order to "buy into" and understand organizational goals.
- How leaders describe their leadership philosophy by identifying the most challenging management relationships while providing specific information on how to help them grow.
- How leaders can be more effective in identifying what type of feedback is required in order to make informed decisions. .
- The importance of trust in teambuilding. The profile identifies where diversity in styles is needed, and how to manage those opposing energy forces to succeed. The profile promotes trust through understanding and appreciating these differences and breaking down the trust barrier.
- What changes in attitudes and leadership styles would be beneficial by discovering how each member of the team is hardwired. Moreover, it takes the guesswork out of coaching by providing specific information on a "do this, don't do that" format while also providing insight on performance review delivery.
- How leaders recognize what each individual needs to make informed decisions and who is more inclined to delegate and who will struggle with delegation and why.
- How individual strengths and weaknesses are identified so potential time management issues can be addressed upfront without triggering unnecessary defensive reactions.
- How to manage and execute an effective meeting by understanding the diverse thinking styles of a team. The profile is organized to allow leaders to differentiate what the group thinks a meeting "ought to be" and what they really "need it to be."

*Energize2Lead Profile™* results will enable the leadership team to identify key management issues based on identified differences in styles and expectations.

### ***Why is this assessment critical?***

The *Energize2Lead Profile™* provides leaders abundant and rich information about themselves and their people. It provides data that allows the tailoring of specific program elements to address the organization's specific needs, and to plan, manage, and execute workplace behavior changes. Finally, the importance of the difference between *real* and *perceived* cannot be ignored. Even if it is not possible to change the organizational structure or culture to accommodate the desires of others in the organization, it is critical to recognize and address the gaps. Each of us reacts in terms of our perception of reality, and not to objective reality. As someone once said, "We are not who we think we are. We are not even who *others* think we are. We are who *we think others* think we are." The *Energize2Lead Profile™* provides insight into this perception.

When you truly "know yourself and know your people," you are not doomed to hold onto perceptions and defensive behaviors. Consequently, by using the results of this profile, leaders can be more effective and productive and take their organization to new heights.