

PHILOSOPHIES

At the heart of our work is a deep understanding of human behavior. We help leaders recognize their natural strengths and uncover the challenges that may be holding them back. The most effective leaders don't just rely on instinct—they act with intention.

Too often, we see leaders struggle with unproductive habits, not because they lack ability, but because those habits have developed unintentionally. That's why we emphasize intentional leadership—a conscious commitment to leading with purpose and integrity.

In every leadership development experience we create, we encourage leaders to:

- Be Kind
- Be Tolerant
- Be Accountable
- Be Humble
- Be Productive
- ...and Serve Others

These principles form the cornerstone of our philosophies, in the work we do and in how we serve our customers.

Much of what we do in our work begins with fundamental human behavior. We help leaders recognize their natural strengths, as well as what inherently challenges them in their overall effectiveness in leading others. It is important that leaders are intentional about what they do well.

Further, observing leaders who struggle repeatedly with a number of basic bad habits, we see over and over again that these poor habits are, pure and simple, not intentional. For this reason, we strongly advocate "intentional" leadership.

In his book, *Good to Great*, Jim Collins defines an exceptional leader as a level five leader. This type of leader has a fierce resolve for results (productivity and accountability), combined with a calm nature (interpreted as tolerance, humility and, yes, even kindness).

Great leaders are intentional, acting in a calculated manner with a specific result in mind.

THE TRAITS OF EFFECTIVE LEADERS

Through years of experience, we've gained deep insight into what truly sets great leaders apart. The best leaders don't just manage tasks—they inspire, support, and elevate those around them. Employees thrive under leaders who:

Recognize that technical expertise doesn't equal leadership expertise – Being great at your job doesn't automatically make you a great leader. What matters is how well you support and develop your team.

Appreciate that everyone comes from a different place – Strong leaders avoid judging others based on their own skills and experiences. Instead, they meet employees where they are and help them grow.

Lead with humility and integrity – Arrogance and a sense of superiority create distance. Leaders who are authentic, humble, and ethical earn trust and respect.

Act with intention, rather than react emotionally – Knee-jerk reactions can cause unnecessary damage. The most effective leaders take a moment to pause, reflect, and then act with purpose.

Embrace a serve others mindset – Leadership isn't about you. It's about the people you lead. The best leaders commit to serving, supporting, and empowering their teams.

Ask and Listen more than they speak – Many leaders default to directing and telling. But true leadership comes from asking thoughtful questions and actively listening.

Provide meaningful feedback – Employees crave guidance. Notably, 80% of employees who receive meaningful feedback are fully engaged in their work.
Gallup.com

Recognize and appreciate employees – Recognition is vital. Employees who feel adequately recognized and are appreciated are less likely to seek other job opportunities.
Gallup.com

THE IMPORTANCE OF LEADERSHIP DEVELOPMENT

Both seasoned leaders and newly promoted individuals must cultivate the skills to lead effectively. Leaders are evaluated on their ability to drive change, while the employee-leader relationship is a primary determinant of job satisfaction. Ineffective leadership can lead to turnover and diminished morale. Investing in leadership development ensures that employees receive the guidance they deserve, and leaders are equipped to inspire and manage their teams successfully.

Intentional leadership—rooted in kindness, humility, tolerance, productivity, accountability, and service—is essential for fostering a thriving organizational culture.

**Numerous studies on the relationship between leadership and employee job satisfaction have reached this conclusion. Authors Marcus Buckingham and Curt Coffman underscored this very point in their best-selling book *First Break All The Rules*, basing their opinion on observations from more than 80,000 interviews conducted by Gallup®.*

CORE SERVICES Living As A Leader has been providing a variety of services to support the effectiveness of leaders, as well as the productivity and fulfillment of employees, for over 20 years.

COMPREHENSIVE LEADERSHIP DEVELOPMENT

Our 12-workshop series is ready to implement and supported by a variety of reinforcements, including small group coaching, internal accountability group and lifetime access to mobile app and eLearning reinforcements. Content can be delivered in a variety of ways.

LEARN MORE

www.livingasaleader.com/inhouselds

EMERGING LEADER DEVELOPMENT

The emerging talent of our organizations today has a high turnover risk as high as 24 percent of young professionals planning to leave their jobs each year. Consistently, we are asked what support we can provide for the high-performing individual contributor who has not yet moved into a formal leadership role.

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LEADERSHIP COACHING

We coach leaders at all levels, sometimes for growth and sometimes for development. A common call to us starts with, "We have a leader who is a strong producer, but their style in interacting with others is problematic." Coaching happens for a variety of reasons.

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www.livingasaleader.com/coaching

SENIOR LEADERSHIP TEAM DEVELOPMENT

Many executive teams come together to DO the work of the team, but they don't necessarily step back to identify the HOW of the team. As a result, team members are often not aligned, and the effectiveness of the team suffers.

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