

Energy Leadership™
***The Next Generation of
Leadership Development***



Prepared by
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Chief Executive Officer
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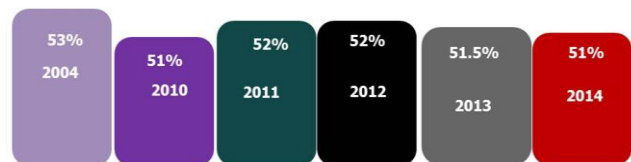
According to Development Dimensions International and the results of three global leadership studies, just 40% of organizational leaders indicated that **the quality of their leadership was high**. This number hasn't really changed in 5 years. HR, who usually "owns" executive development, **rated leadership quality even lower!**

ENGAGEMENT LEVELS FLAT

Complicating this "leadership vacuum" is the fact that **employee engagement has also remained flat for more than a decade according to Gallup!** As illustrated in the chart to the right, very little progress has been made over the last twelve years despite the attention and money invested in employee engagement programs. Bottom line, **engaged employees need engaged leaders** and we are finding that **leaders themselves** are not engaged as evidenced by the Gallup data.

Engagement Trends

% Employees NOT Engaged



Managers account for 70% of variance in engagement
Source: Gallup

\$315 to \$398 Billion Every Year



TRANSFORMING LEADERS FROM THEIR "CORE"

Bottom line here is that most leadership development programs provide critical and relevant skill development but they don't truly change the leader at his or her "core" (their true being). For many leaders, this means that if they were a negative, judgmental person before the training, they will be a negative, judgmental person after the training, just more skilled at some things. All of our emotions, experiences, feelings and beliefs are etched onto our brains like data is etched onto a computer drive. All of those experiences can influence how we act. Those experiences and emotions are like dragging a huge rock behind us – they weigh us down, they present obstacles to being the best leader we can be. So adding skills without changing our thoughts, feelings and beliefs is at the root of this dilemma.

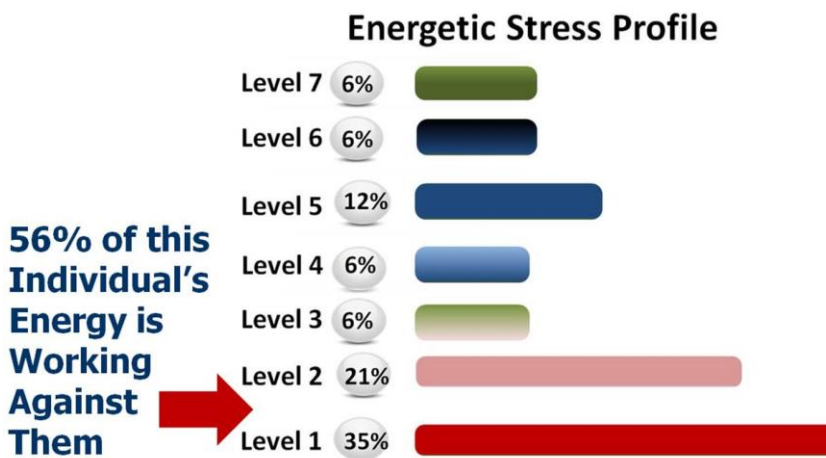
Stress isn't something that happens **TO** someone, it is really something someone **feels about what's happening (around them or within them)**. **Energy Leadership™** is based upon 20 years of research that can actually measure an individual's level of stress.

Stress is the #1 workforce issue today and it costs \$300 billion in lost productivity.



ALL ABOUT SELF AWARENESS

So, how do we know exactly what might be keeping us from being our best? How do we know where the stress is coming from and how much stress we actually have? We cannot change what we cannot see so the first step is **self-awareness**. The unique **Energy Leadership Index™** (ELI) assessment not only provides this awareness but it also measures our overall, energetic capacity (or **E-Factor™**) and our **Energetic Stress Reaction** (how we operate under pressure). The ELI also incorporates a “success factors assessment” to determine satisfaction levels across 14 different factors. The ELI can tell us how big our tank is (energetic capacity) and what exactly is in the tank. We are not doomed to live life the way we always have. Rather, we can *choose* to live life differently once we know what our **E-Factor™** is, what might be holding us back and how to chip away at what is working against us.



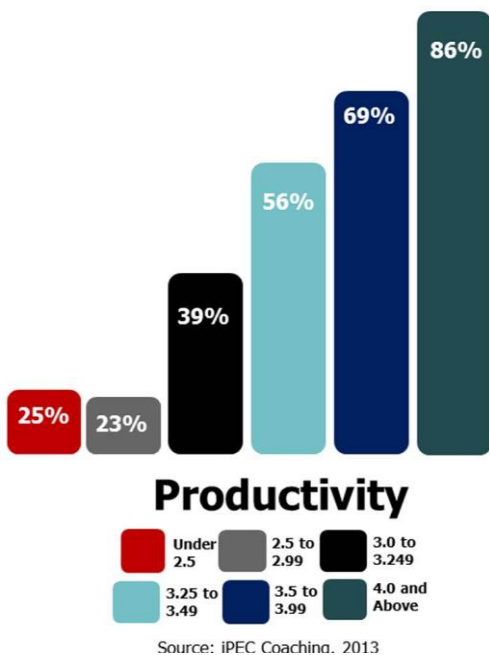
The ELI takes about 20 minutes to complete and can be accessed by way of an online questionnaire. As illustrated in the graph to the left, this individual is carrying around a lot **(56%) of energy (Level 1 and 2) that is working against him**. These energy levels weigh heavily against the mind, body and spirit. They keep this individual from being as productive as he could be. They create a lot of stress

and feelings of being overwhelmed while distracting him from accomplishing his objectives. Level 1 Energy represents this individual's “default tendency” or the “typical way he reacts to people and situations.” More often than not, this individual is angry, resentful, full of stress, worry, and self-doubt and very critical and judgmental (of self and others). This individual works very hard just to maintain **average levels of productivity and is often disengaged**.

WHY IS THIS IMPORTANT?

Research into the relationship between the **E-Factor™** and organizational success factors has shown a direct link between higher levels of like productivity, work/life balance, engagement, time management, leadership effectiveness and 9 other organizational success factors. The graph on the next page illustrates higher levels of energy linked to significantly greater levels of **each** of these factors. **The research revealed that higher E-Factor™ scores were related to 25% to 300% greater productivity and engagement as illustrate by the chart below. Imagine the impact such an increase would have on your entire organization!**

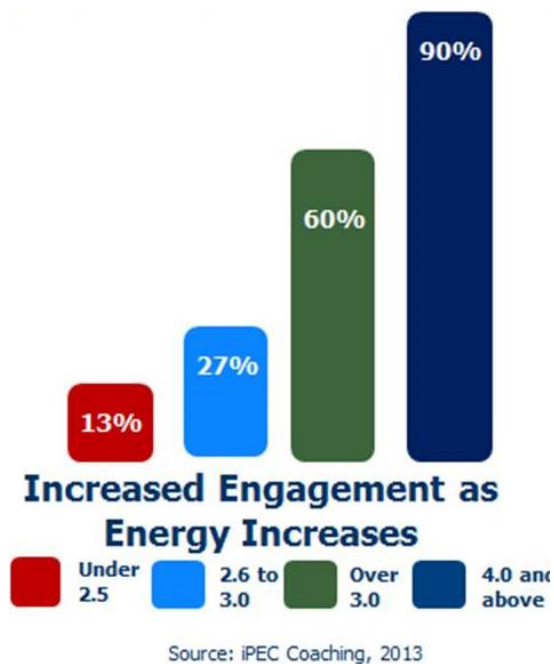
What is truly amazing is that such dramatic increases in productivity did not create greater stress. Work/Life balance increased just as significantly. This research study also found similarly dramatic



increases in leader effectiveness, communication skills and 8 other factors. As one's *E-Factor*TM score increased, **leadership effectiveness increased even faster than productivity growth.** Participants experienced more than **a 700% increase!** These individuals found their lives truly *transformed at their core.*

The *Assess – Coach – Develop - Succeed*TM solution utilizes the ELI and a unique program tied to the *seven levels of energy* that connects one's **inner purpose and values** with their **outer goals and strategies** to achieve **extraordinary and sustainable breakthrough results.**

The program is flexible in its design and includes executive coaching, the pre-and post-coaching assessment (the ELI), a half day workshop (optional 2nd and 3rd workshops) and the individualized, *Energy Leadership*TM *Development System.* As you can see from the chart on the right, another study has shown that engagement increases significantly as one's *E-Factor* increased. A dramatic contrast to the flat engagement levels over the last 9 years reported by Gallup! See chart on Page 2.

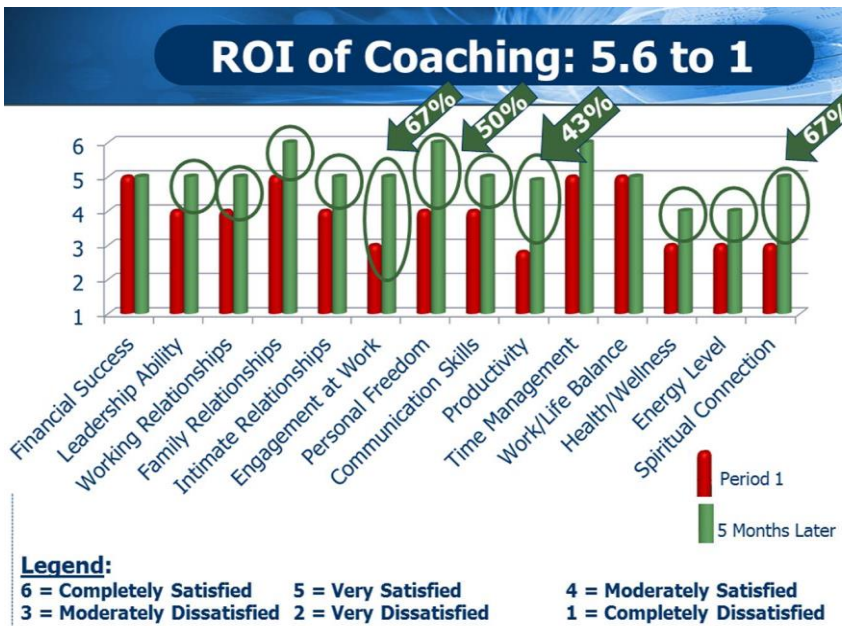


For most of us, these destructive feelings and thoughts have been evolving over long periods of time. It takes time and effort to begin to understand and unravel these. The first step is self-awareness so the first step here is the *Energy Leadership*TM Index Assessment (ELI).

CORE ENERGY COACHINGTM

*Core Energy Coaching*TM is the **process** that connects one's **inner purpose and values** (energetic capacity) with their **outer goals and strategies** to achieve **extraordinary and sustainable success and breakthrough results.** *Core Energy Coaching*TM helps the client begin to address the four major energy blocks that keeps us all from being the best leader we can be. This is true whether "leader" is in our job title at work or we are leading our family or leading a scout troop or leading ourselves.

The **Assess – Coach – Develop – Succeed™** program utilizes the ELI, the **Core Energy Coaching™** process and a unique and completely customized, leader specific, development program tied to the **seven levels of energy**. Unlike traditional leadership development, this program starts with the transformation of the person from his or her core before moving forward. As a result, change is long lasting and equally pervasive at work and home. The program is flexible in its design and can be three to six or nine months in duration. It includes the pre-and post-coaching assessment (the ELI), a customized workshop and the individualized, **Energy Leadership™ Development System (ELDS)**. This program can also be completely customized as an onsite implementation. For more information or to arrange a private, introductory overview session, contact Victor Bullara directly at 949-716-8852 or Vic@WorldClassHR.com



PAYOFF = 5.6 TO 1 ROI

A recently published case study illustrated the financial and personal impact of the **Assess – Coach – Develop - Succeed™** program. After just six months, productivity increased 25% resulting in a **return on investment of 5:6 to 1**. The case study also documented a \$163,000 increase in revenue for this consulting executive. Coaching can impact significant business outcomes like revenue and profit. We isolated the effects of coaching to eliminate other variables and still confirmed the significant revenue increase. .

Is Your Leadership Pipeline Clogged or Leaky?

In a survey of 3,789 senior leaders, more than half indicated their pipeline was “leaky” – that is to say their top performing, “high potentials” were leaving in large numbers. Don’t let this happen to you. A 10% change in the organization’s bench strength can lead to a **0.5% increase in profit**. We have helped companies increase leader productivity 25% and more. **CALL US NOW FOR A FREE DISCOVERY CALL.**

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