

THE INTENTIONAL LEADER™

WHAT DO WE NEED TO KNOW - WHAT DO WE NEED TO DO - HOW DO WE DO IT

Think Intentional. Be Intentional.

Being intentional means to KNOW what you want, PLAN how to get it and then BE and do what you've seen and planned. Everything happens through a process—either subconscious or conscious. Being Intentional is to use any and all processes proactively to achieve a predetermined outcome. An intentional leader defines, designs, and plans out what needs to be accomplished, works that plan, and does everything with a purpose and on purpose—including decisions made every day, in order to achieve the desired end-results.

"The chains of habit are too weak to be felt until they are too strong to be broken." --Dr. Samuel Johnson

In order to reach sustained higher levels of performance, existing habits must be broken and substituted with new ones while other habits and skills need to be developed in new areas of focus or responsibility. Under the misperception 'Knowledge is Power', some believe intense education over a few days or a week will achieve these results. Science and experience has proven that is not the case. Measurable, sustainable growth only comes from the 'proper application of knowledge' which happens over time through acquiring the right amount of knowledge at the right time, real-world practice, and hands-on coaching.

The Intentional Leader™ consists of 42 hours of leadership/management training over 12-16 weeks, plus weekly coaching sessions during that time to ensure application and demonstrated progress. To attain even higher and more sustainable results, participants can also combine this program with The Mastermind and Coaching Forum which is a year-long platform built on the principles and processes of Benjamin Franklin and Napoleon Hill. The MAC Forum synopsis is attached.

Below is an outline of the key areas covered in the program. Customization is possible for in-house programs.

Personal Mastery Fundamentals

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| 1. Why Vs. Why Not | 9. Running From Vs. Running To |
| 2. Being Intentional & Outcome-Focused | 10. We Are Who And Where We Are Based On The Decisions We Make |
| 3. Change Management | 11. Self-, And Others-, C.A.R.E. (Confidence.Acceptance.Respect.Esteem) |
| 4. Comfort Zone | 12. Building And Nurturing Relationships |
| 5. Perception – Point Of View | 13. You Get What You Expect – Raise The Bar |
| 6. Definitions Dictate Actions | 14. You See What You Look For |
| 7. 6 Ways Of Thinking | 15. The Power of Paradigms |
| 8. Where There Is Emotion, Problem Solving Is Impossible | |

Leadership

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| 1. Leadership Vs. Management –Different Hats Require Different Skills | 6. Empowerment And Engagement |
| 2. Roles, Responsibilities & Results | 7. Growth Mentality |
| 3. Leadership & Personality Styles | 8. 11 Traps of Communications |
| 4. Vision, Mission, Philosophy, Values, Culture | 9. Conflict Resolution |
| 5. Teaching, Coaching And Mentoring | 10. Transparency |
| | 11. Influence vs. Position Power |

Management

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| <ol style="list-style-type: none"> 1. Planning, Goal-Setting & Time Management 2. Organizing And Coordinating 3. Systems And Process Efficiency And Effectiveness | <ol style="list-style-type: none"> 4. Communications Systems And Processes 5. Conducting And Facilitating Meetings – Before, During And After 6. Problem-solving & Decision-Making |
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Staffing and staff development

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| <ol style="list-style-type: none"> 1. Targeting, Interviewing, Selecting And Hiring | <ol style="list-style-type: none"> 2. Performance Management: Expectations, Accountability And Reviews 3. Rewards And Recognition |
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Professional Development

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| <ol style="list-style-type: none"> 1. Assessment Of Current Self-Improvement Strategy | <ol style="list-style-type: none"> 2. Development Of Future Self-Improvement Plan |
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Cost-Benefit Analysis

Standard Industry Offering: 3 Day – 1 Week Seminar (for comparison)

Program Cost	\$ 4,000 (All amounts are estimates based on norms)
Travel	\$ 1,000
Lodging	\$ 300
Meals	\$ 150
Lost pay during seminar	\$ 600
Lost productivity during seminar	Personnel x Hourly wage
Lost opportunities during seminar	Missed market opportunities and other strategic activities
Overall long-term effectiveness of entire process	Based on historical norms and past experience, short-term motivation increase, some ideas gained and implemented; sustainability doubtful due to lack of ability and coaching to address existing corporate culture deficiencies and real-world application.
Overall outcome	\$6,050 and untold soft costs; reversion to old behaviors and continued trends regarding problems requiring training. Still unclear of capacity and competence of individual.

Intentional Achievements™: The Intentional Leader™

Hard costs of training and coaching	\$3,995
Overall long-term effectiveness of entire process	Based on historical norms and past experience, long-term motivation increase, desired and sustainability skills and habits developed; measurable results attained.
Overall outcome	\$3,995 Achievement of qualitative and quantitative measurable objectives or \$0;

Intentional Achievements™: MAC Forum

Hard costs	+ \$250/month
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