

The 5D Leadership Difference

Do you ever lie awake at night wondering how you could get more from your people and better results from your business?

Leadership has never been easy and today's business realities only make it harder. Rapidly changing technology, shortened production cycles, fierce international competition and new markets make it a complex world.

Ultimately, for most leaders, responding to these realities boils down to two questions: (1) How do I get my people to be more motivated and productive? and, (2) How do I improve my bottom line?

That's why, at 5D Leadership we developed our unique process called *5-Dimensional Leadership*. We have taken the mystery out of leadership by identifying five critical leadership dimensions needed to master today's complex business environment. And we equip you with the skills to use them.

The current content-heavy approach to leadership development often falls short for one major reason — the information imparted is not reinforced and integrated into the leader's daily approach to business. One-time, content-heavy training therefore lacks sustainability and offers a poor return on investment.

It's time for a *dimensional shift* in the typical process of executive leadership development. While we cover the leadership concepts common to other programs, there are four important characteristics that combine to make our leadership development approach distinct:

- **Learning Format**—The focus is on “action based learning,” learning by doing, employing a variety of approaches including simulations, individual reflection, group discussion, and behavioral practice sessions with feedback .
- **Implementation**—Comprehensive, on-going executive coaching, tailored to executives so you can integrate lasting changes on-the-job.
- **Emphasis**—We stress learning how to leverage your existing leadership strengths rather than shoring up your weaknesses, an approach that energizes rather than burdens the learner.
- **Flexible Leadership Approach**—We teach you how to read your organization's ever-changing dynamics and shift your leadership approach so you maximize your effectiveness over the long haul.

Over a four month time-frame, executives make fast and sustainable progress in their leadership effectiveness.

Corporate America lavishes \$10 billion a year on leadership training. Studies show that the benefits of this seminar-heavy schooling usually vanish within a few months. But research from Case Western Reserve University's Weatherhead School of Management shows that the impact of coaching-like training can last seven years.... Coaches help CEOs create more productive cultures, which in turn drive up profits...Premier coaches ...hold people accountable for sticking with new behavior. Without a coach, a lot of CEOs are likely to give up.

Business Week

Seven Lasting Results

By completing our program you will be able to:

1. Create the time to *lead* your organization, not just *manage* the next crisis.
2. Extend your leadership effectiveness by leveraging your existing strengths in new ways.
3. Adapt your leadership approach to continually meet the challenges of changing circumstances.
4. Know how to inspire your people to action through the power of shared vision.
5. Know how to shift your organization's culture to increase innovation and productivity.
6. Create an atmosphere of trust, mutual support, and open communication to enhance staff morale and performance.
7. Know when to challenge and when to encourage to get the most from your team.

What Our Clients Say

"We have been extremely pleased with the quality of the leadership development sessions conducted by 5D Leadership. Their sessions provide great content, interactive exercises, and practical advice so that participants have fun while they learn. Our follow-up evaluations have shown that participants have been able to apply their new skills and abilities to their jobs and improve their self-confidence in dealing with a variety of leadership challenges. "

Harriette McCaul,
Executive Partner, Human Resources
MeritCare Health System

"This seminar was absolutely the best I have ever attended on any subject. Not only was it highly enjoyable, but no doubt due to the way it was presented, I'm actually able to use the information. I didn't forget it all within 24 hours!"

Karen Estis
TRIMed Group

This is not a one day "boot camp" course that sends you off into the world to put this knowledge to work. You have months of training and coaching that guarantees that you put this knowledge to work and makes you very comfortable with the material and the methods. The coaching is fantastic.

Richard Swartz, President,
Sign Concepts Inc

5D Leadership

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Program Overview

We employ an integrated training/coaching format comprised of five days of training and four months of coaching.

The Training Modules

- **The Leader's Edge: Self Awareness & Leadership Effectiveness**
 - ★ Assessing Your Leadership Profile (using The Leadership Circle Profile™)
 - ★ Understanding Your Personality Type (using the TRI Self-Discovery Process™)
- **Context is King: Understanding Your Organizational Context**
 - ★ Exploring Your Organization as a Living System
 - ★ Understanding Your Organization's Business Environment
 - ★ Discerning Your Organization's Culture
 - ★ Leading Organizational Change
- **The Primary Task: Self-Leadership**
 - ★ Leveraging Your Time to Achieve Your Priorities
 - ★ Mastering Your Stress
 - ★ Leveraging Your Leadership Strengths
- **5-D Leadership: Mastering The Five Leadership Dimensions That Build Winning Organizations**
 - ★ Visioning: Pointing the Way
 - ★ Enrolling: Getting Buy-In
 - ★ Relating: Creating Harmony
 - ★ Coaching: Developing People
 - ★ Commanding: Taking Charge

In our *public format*, the classroom component of our program takes place during five consecutive days and is followed by four months of coaching. Our most effective *in-house program* is five days over two months, beginning and ending with two-day sessions and a one day session at the midway point. Coaching sessions take place during and after this two month period.

The Coaching Sessions

Extensive executive coaching is a key aspect of what sets the 5D Leadership approach apart from other leadership development programs. We conduct nine coaching sessions with all participants, providing the support, feedback, and accountability that ensures lasting change. Coaching enables participants to personalize their learning by focusing on the issues most relevant to their particular leadership setting.

"I absolutely believe that people, unless coached, never reach their maximum capabilities."

—Bob Nardelli, CEO, Home Depot

Your Leadership Development Specialists

Ellen Samiec, Director of Coaching

Ellen is a highly skilled coach and expert in personal leadership effectiveness. She has more than a decade of experience coaching executives, professionals and business owners internationally, guiding them to overcome challenges in order to achieve breakthrough results.



Ellen is a co-author of *5-D Leadership: Key Dimensions for Leading in the Real World* and author of *101 Ways to Accomplish More with Less*. She has written for and been interviewed by The Globe and Mail, The Financial Post, and Profit Magazine. Her articles have appeared in the prestigious Leadership Excellence Journal, Esteem Magazine and the Worldwide Association of Business Coaches E-Zine.

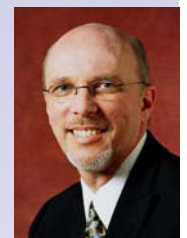
In addition to previous corporate experience in the financial sector, Ellen's background includes a Doctoral Degree, Certification as a Master Practitioner and Trainer of NLP (Neuro-Linguistic Programming) and the Professional Coaching Program through The Coaches Training Institute.

Ellen's professional affiliations include membership in The Worldwide Association of Business Coaches and The International Coaching Federation. Ellen is also a founding member of The Coaching Guild, an association of professional workplace coaches.

A representative list of her clients includes individual executives and teams from: Xerox, Unisource, Bio-Lab, The Co-Operators Insurance, Foran Financial Institute, Executive Advancement Resource Network, The Career Foundation and BMO Nesbitt Burns.

Scott Campbell, Director of Training

Scott is an accomplished speaker, trainer and consultant committed to helping individuals and organizations unleash their leadership potential. He is the co-author of *5-D Leadership: Key Dimensions for Leading in the Real World*, and author of both the *Quick Guide to the Four Temperaments For Peak Performance* and the *Quick Guide to Leadership and the 16 Types* (forthcoming).



Scott has written numerous articles on leadership for a variety of magazines and organizations, including Leadership Excellence Magazine, The Bulletin of Psychological Type, and the World Wide Association of Business Coaches and The Globe & Mail. His enthusiastic, humorous, and high-energy style, matched by his commitment to thought-provoking, current information and concrete applications, have made him a much-in-demand conference speaker and seminar leader.

Scott possesses a Master's degree in organizational leadership and is a qualifying instructor for the MBTI and the FIRO-B® with Type Resources. He is certified in the use of the Leadership Profile Circle™, the TRI Self-Discovery Process™, the MTR-i® Team Roles Indicator, Personality Dimensions®, and the EQ-i®.

Scott's clients included such notable organizations as FedEx, Nike, IBM, GE, Johnson & Johnson, Wyeth Pharmaceuticals, SunLife Financial Services, Danish Leadership Forum, CIBC, Oxford Properties Group, Ontario Provincial Police, Louisiana Pacific, and SaskTel.