

5D Leadership



Bernie Schmidt, P Eng RCC
Executive Coach

"Corporate America lavishes \$10 billion per year on leadership training, yet studies show that benefits of seminar-heavy schooling vanish within months.

Research at Case Western University's School of Management shows the impact of coaching can last 7 years.

The emotional-intelligence skills that coaches bring help CEOs create more productive cultures, which in turn drive up profits."

Business Week

What 5D Clients are saying

"My expectations were exceeded in every aspect. The 5D program was extremely effective and impactful to my growth as a leader.

I developed a deep understanding of the importance of changing habits and aligning personal and business goals to become a more well-rounded and effective leader. I highly recommend Bernie and his program."

Albert Yi, Director,
Paymentus Corporation

"Through Bernie's effective coaching and learning exercises, I was able to identify and focus on priorities to manage more strategically, apply new skills and provide motivation to our staff in order to achieve our corporate goals."

Sean Bergeron, Vice President
Rice Construction

"Not only has Bernie's counsel helped me to conduct my daily work life more effectively and efficiently; it has also clarified my thinking about important life and career choices. Very valuable guidance all around."

Hunter Madsen, Head of Marketing
Yahoo! Canada

ACCELERATE LEADERSHIP DEVELOPMENT IN YOUR ORGANIZATION

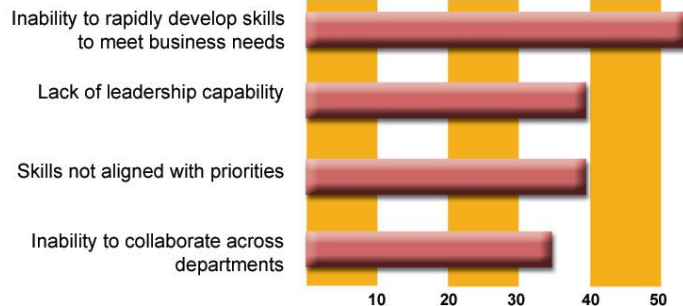
Effective leaders at all levels - executives, managers and entrepreneurs - want to optimize their personal performance and their team's performance to achieve business success.

Intense competition and new technologies have resulted in flatter organizations emphasizing new ways to deliver the winning customer experience.

Also impacting company objectives are employee expectations around quality of work, personal growth and professional recognition.

Today's leaders are challenged to deliver business results while nurturing, inspiring and retaining company talent.

Coaching addresses the Critical Workforce Challenges in Organizations:



Source: IBM Global Human Capital Study 2008:
Percentage of respondents identifying top issues

Why Coaching Works

The right coach brings new energy, a valuable perspective and heightened focus to help you shape and achieve your goals sooner.

Through coaching you can leverage your strengths to accelerate personal and professional growth.

Coaching works because it helps you:

- Set better priorities and goals, and then reach those goals.
- Get more accomplished than you would on your own.
- Improve your focus to more quickly produce superior results

5 DIMENSIONAL LEADERSHIP: MATCHING STYLE TO SITUATION



Effective leadership is the ability to recognize business situations for what they are and employ the right leadership style to move towards the desired objective:

COMMANDING. Take charge to gain Team commitment for the crisis at hand.

VISIONING. Point the way to the future and engage the Team in developing direction.

ENROLLING. Get buy-in through eliciting and incorporating Team input.

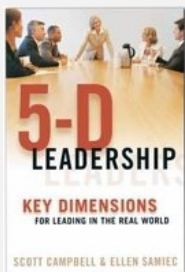
RELATING. Connect with the individual contributor, mediate conflict and Lead team building.

COACHING. Commit to developing people through skills enhancement and providing stretch goals compatible with company objectives and personnel development.

More about 5D Leadership

TRAINING. Through the 5D Leadership Training Program, each of the five styles is introduced and developed to allow the Leader to leverage personal strengths into mastering and employing the appropriate style for the situation.

THE BOOK - AVAILABLE ON AMAZON



ISBN-10: 0891061975

How 5D Leadership Coaching delivers results

Since not all leaders have the same skills, 5D Leadership aligns two parallel objectives to optimize coaching and business results:

- Leveraging a leader's existing strengths to grow as a leader
- Accomplishing this within the company's business context.

This approach allows the company to increase focus on business goals in concert with leadership development.

Net Result: You, your company and your customers benefit!
It's Win-Win-Win!

The 5D Leadership Coaching Program

The 5D Program encompasses ten sessions for each leader. After setting business context with the Company Sponsor, the one-on-one engagement begins with a face-to-face "level setting" meeting to explore development objectives.

Proven assessment tools around personality profiling and time mastery are introduced to further identify opportunities for skills development.

The subsequent sessions are phone-based. The leader's daily workday dynamics and events create opportunities to align with leadership development objectives and exercise the appropriate 5D leadership style.

As the coaching engagement is confidential to the leader and the coach, any feedback specific to progress is best articulated through conversations between the leader and manager, and by observable behaviour in the workplace.

Bernie Schmidt has thirty years of corporate leadership experience spanning information technology, manufacturing, and engineering services.

He has led sales, marketing, product management and technical services organizations in companies ranging from startups to small- and medium-businesses to international enterprises.

Bernie is known for his ability to identify the key issues in situations his clients face. He draws on extensive management, business development and consulting experience to provide a strong leadership context to his coaching.

As well, Bernie has a special affinity for working with leaders at the supervisory and middle management levels.

His education and professional affiliations include:

- Bachelor, Mechanical Engineering,
- Member, Professional Engineers of Ontario
- Member, World Association of Business Coaches
- Certified Registered Corporate Coach