

# 5D Leadership



Ellen Samiec,  
**Leadership Development Specialist**

"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

"I involved a senior manager in Ellen's coaching program. I have since noticed a serious improvement with this individual's ability to prioritize & focus on key projects and tasks. As a result, his productivity has increased. He is also balancing multiple priorities more effectively, setting a higher standard for both the management team and his staff and is working more collaboratively with both the 'team' and our customers to accomplish our goals and objectives."

Doug Starr, Managing Director,  
Bio-Lab Australia

"Our work helped me reach the elusive goal of focus. I am able to recognize a distraction and to concentrate on activities that lead to my goals. Having an objective, trained coach look at the challenges I face provides me with priceless feedback. I would recommend the coaching process to any successful person looking for focus."

H. MacBeth, Vice-President,  
BMO Nesbitt Burns

## ACCELERATE LEADERSHIP DEVELOPMENT IN YOUR ORGANIZATION

Effective leaders at all levels - executives, senior 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 a strong focus to help you shape and achieve your goals sooner.

5D Coaching is customized to your needs and learning style and includes objective feedback to ensure that you quickly achieve personal and professional breakthroughs with long-lasting results.

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.

ROI on Executive Coaching - Research of 100 executives from Fortune 1000 companies reveal that every dollar invested in executive coaching programs created \$5.70 in improved results. Executives reported improvements of:

- 53% in productivity
- 48% in quality
- 48% in organizational strength
- 39% in customer service.

- Business Wire

## 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.

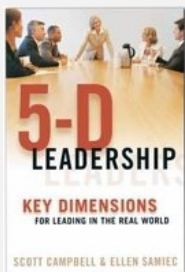
**RELATING.** Connect with the individual contributor, mediate conflict and Lead team building.

**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



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## 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.

Ellen Samiec is a highly skilled executive coach and author with over 17 years experience in personal leadership effectiveness. She is the co-founder and Director of Coaching for 5D Leadership, a leadership development consortium.

With a client base that is international in scope and spanning industry leaders in manufacturing, logistics, technical and financial services, Ellen works with senior executives to overcome challenges and achieve breakthrough results.

Ellen is the co-author of 5-D Leadership and author of 101 Ways to Accomplish More with Less. Her articles and interviews have appeared in the prestigious Leadership Excellence Journal, The Globe and Mail, The Financial Post, and Profit Magazine. As well, she has appeared on television and radio.

Ellen's corporate experience in the financial sector is complemented with credentials that include a Doctoral Degree, Certified Master Practitioner and Trainer in NLP (Neuro-Linguistic Programming) and the Professional Coaching Program through The Coaches Training Institute.

Her affiliations include membership in The Worldwide Association of Business Coaches and The International Coaching Federation.