

# 5D Leadership



Scott Campbell  
Leadership Development Specialist

What Scott's Clients Are Saying

"I learned more in 1 day than in a semester of college management classes. Great job!"

Jodi S. Thompson,  
Office Lead Specialist  
MeritCare Health System

"It's the best program of its type I have attended. Scott is an exceptional presenter, communicator and entertainer - a talented professional."

Colin William, Sales Associate  
Wyeth Pharmaceuticals

"We have been extremely pleased with the quality of Scott's leadership sessions. He has taken the time to learn about the culture of our organization so that our participants find them highly credible. His sessions provide great content, interactive exercises and practical advice so that participants have fun while they learn."

Harriette McCaul, Executive Partner  
MeritCare Health System

"I truly enjoyed this week's seminar on leadership and management. After 26 years with this organization this is the first seminar that I attended and came home feeling energized and ready to tackle the world. I have been sharing my newfound knowledge with others in the organization....Wonderful seminar, great material and a super facilitator."

Don Tabor, Town Clerk  
Town of Springhill, Nova Scotia

"This is actually the best course I have ever attended. Hands down! Your ability to explain the concepts is unparalleled. Your language and communication skills are phenomenal. EVERY MANAGER SHOULD TAKE THIS COURSE!"

Shawna Overbaugh, Sales Associate  
Wyeth Pharmaceuticals

## ACCELERATE LEADERSHIP DEVELOPMENT IN YOUR ORGANIZATION

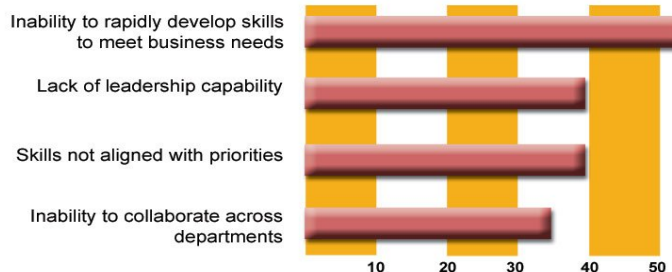
Effective leaders at all levels - executives, senior managers and entrepreneurs - want to optimize their personal performance and their team's performance to achieve business success.

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 Training combined with Coaching Works

The combination of training and coaching brings new energy, a valuable perspective and a strong focus to help you and your organization shape and achieve goals sooner.

5D 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.

5D 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.

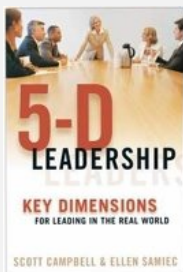
**RELATING.** Connect with the individual contributor, mediate conflict and Lead team building.

**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



ISBN-10: 0891061975

## Scott's Experience and Accomplishments

Scott is an accomplished speaker, consultant, and author with more than 20 years of management and leadership experience. He is a cofounder of and the Director of Training for 5D Leadership, a management consulting and leadership development consortium.

His enthusiastic, humorous, and high-energy style matched by his commitment to thought-provoking, current information and concrete applications have made Scott a much-in-demand conference speaker. Scott's books include:

- 5-D Leadership: Key Dimensions for Leading in a Complex World (Davies Black, 2005)
- Quick Guide to the Four Temperaments for Peak Performance: How to Unlock Your Talents to Excel at Work (Telos Publishers, 2003)

Scott's keynote addresses include:

- You Can't Win at Golf With Just One Club: 5 Dimensions for Leading in a Complex World
- The Captain Has Switched on The Seatbelt Sign: Navigating Your People Through Turbulent Times

In addition to being an author and keynote speaker, Scott is also a master trainer. His ability to customize training to the specific needs of clients and to provide engaging learning activities and insightful performance feedback together create powerful learning experiences for participants. His current workshop topics include:

- Leadership fundamentals
- Creating high performance teams
- Coaching skills for managers & executives
- Communication essentials at work
- Leading and managing change
- Resolving conflicts at work
- Powerful presentation skills
- Train-the-trainer



## Scott's Qualifications & Affiliations

- Qualifying Instructor for Interstrength™ Certification (personality type assessment)
- Qualifying Instructor for Personality Dimensions® (personality type assessment)
- Certified Facilitator for Situational Leadership®
- Qualified Facilitator for EQ-i® (emotional intelligence)
- Qualified Facilitator for Leadership Circle Profile™ and Leadership Culture Survey™
- Member of Ontario Association for the Application of Personality Type
- Member of Association of Psychological Type International

## Scott's Clients Include:

- IBM
- Wyeth Pharmaceuticals
- GE
- Nike
- Johnson & Johnson
- CIBC
- MeritCare Health System
- SunLife Financial
- Proctor & Gamble
- FedEx
- Hyperion
- Johnson & Johnson
- Centre for Leadership, Denmark
- Kraft Canada Inc.
- Vocational Training Institute, Hong Kong
- Oxford Properties Group