



Leadership Management Group
 Building Excellence at All Levels

IN
 COLLABORATION
 WITH



**ACHIEVEMENT
 ASSOCIATES, INC.**

People Performance Power

**AN INTRODUCTION BRIEFING AND
 AN INVITATION TO PARTICIPATE IN
 THE COLLABORATIVE
 ACHIEVING MANAGER EXPERIENCE
 THE STATE-OF-THE-ART IN LEADERSHIP CULTURE DEVELOPMENT**

11/06/2009 Location TBD

BRIEFING AGENDA

(8:00 AM-12:00)

Continental Breakfast	7:30-8:00
Introductions, Welcome, And Purpose	8:00-8:20
Survival And Success In Today's World	8:20-8:35
★ The Strategic Transformation Process	
★ Leadership: The Critical Component	
Leadership And Leadership Culture	8:35-8:45
★ What Is Leadership Culture?	
★ Where Does Leadership Culture Come From	
★ Leadership Culture Drives Performance	
The Achieving Manager Research Project	8:45-9:15
★ People Transformation And Behavior Modeling	
★ Search For A Model: Leaders, Born Or Developed?	
★ Valued Leaders And The Bottom Line	
★ Research Results: The "Achieving Manager" Model	
The Collaborative Achieving Manager Experience: Criteria	9:15-9:30
★ Maximizing Culture Change: Integrating Modeling And Mentoring	
★ Feedback: Increase Awareness Always Precedes Growth	
★ A Saturation Methodology For Learning And Application	
★ Driving On Specific, Measurable, Results	
★ Building Working Relationships	
★ Maximizing Your Value: The Unique Collaborative Process	
The Collaborative Achieving Manager Experience: Design	9:30-10:00
★ Format And Schedule Overview	
★ Mentoring: "Manager Participants" And "Development Partners"	
★ Manager Participant Meeting Format	
★ Development Partner Meeting Format	
★ People Linkage For Productivity Improvement	
★ Saturation: Building Value Through Reinforcement And Repetition	

Break 10:00-10:15

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BRIEFING AGENDA (CONT.)
(8:00 AM-12:00)

Experiencing The Process: Focus On Communication	10:15-11:15
<ul style="list-style-type: none">★ Effective Communication: The Cultural Adhesive★ The “Johari Window” Model★ Generating Your Self Feedback★ What Have You Learned?★ Application In “The Achieving Manager Experience”★ Feedback And Relationship Building★ Principles Of Communication	
Value Assessment	11:15-11:30
<ul style="list-style-type: none">★ The Investment: Commitment, Effort, Time, And Financial★ Return On Investment Potentials★ The PhD In Leadership, Beyond The MBA	
Discussion	11:30-12:00
<ul style="list-style-type: none">★ Thoughts, Questions, And Answers★ Your Suggestions★ Follow-Up Process	

***“Good Managers Achieve Results Through People.
Great Managers, Leaders, Achieve Results Through
People And They Develop The People In The Process.
This Is How Organizations Are Sustained Over Time,
How They Survive, And How They Succeed.”***

***“The Key To Becoming The High Achieving Manager
And Leader Is To Learn To Behave Like One.”***

***“Effective Leadership Is The Catalyst That Drives Everything:
Strategy, Productivity, Profitability Results”***

THE COLLABORATIVE ACHIEVING MANAGER EXPERIENCE

THE STATE-OF-THE-ART IN LEADERSHIP CULTURE DEVELOPMENT

- **WHY AN EFFECTIVE LEADERSHIP CULTURE IS CRITICAL TO YOUR SURVIVAL AND SUCCESS**•
- **HISTORY AND EVOLUTION OF THE COLLABORATIVE ACHIEVING MANAGER EXPERIENCE** •
- **YOUR BENEFIT IN ATTENDING THE BRIEFING** •

Four Important Questions

- 1) Is there a significant gap between where you and your organization are and where you would like to be? In today's turbulent times the answer may very well be "yes". Change is not only more rapid than ever, its nature is also more uncertain than ever.
- 2) Do you truly appreciate the importance and value of effective leadership, your own leadership style, and an effective leadership culture in your organization? Effective leadership drives everything: strategy, productivity, profitability results.
- 3) Do you believe that the single greatest cause of organization failure is the failure to develop people and their leadership ability? Effective leadership at all levels, and with all employees, is the core requirement for success and, in today's environment, even survival.
- 4) Do you really believe that the primary reason for the eventual decline, and even failure, of any organization is its failure to commit to the successful development of its people over time? Research shows this to be conclusively true.

The Collaborative Achieving Manager Experience

The **Collaborative Achieving Manager Experience** is the result of an important cooperative effort between our firm, **Leadership Management Group (LMG)** and **Achievement Associates, Inc. (AAI)**, a proven organization with over 38 years experience in the development of individuals, teams, and entire organizations. AAI has a client base of over 500 organizations.

The evolution of the **Collaborative Achieving Manager Experience** includes four significant steps.

- 1) The greatest research in leadership ever conducted is the foundation of the **Collaborative Achieving Manager Experience**. This research (The Achieving Manager Project), conducted by Teleometrics International, a pioneer in the field, involved 16,000 manager and 48,000 coworkers of these managers.

The research conclusively proved that the behaviors of highly effective managers, those contributing the highest value to their organizations, are significantly different than those of ineffective managers and that these effective behaviors can be taught, learned, and implemented.

- 2) In the mid 1970's, **AAI** became the first organization to develop an integrated training and development process based on the Achieving Manager Research. The power of effective leadership modeling by key managers was proven to significantly impact the effectiveness of the leadership culture of organizations. This process became known as **The Achieving Manager Experience** because, for the participants involved, the process truly became an experience of personal discovery and and progressive improvement in their leadership effectiveness.
- 3) In the early 1980's **AAI** further evolved **The Achieving Manager Experience** by developing a unique "mentoring" approach. In this process individual key managers participating in the process were given the content, methodology, and skills to mentor three coworkers in learning and implementing the model of **The Achieving Manager**.

OVER PLEASE

Thus the power of the process was multiplied four fold. The impact on improving the overall organizational leadership culture took a quantum leap and the language and model of the “High Achieving Manger” more rapidly became a part of the organization’s fabric. And results showed it.

Clients using the power of the mentoring approach have ranged from mid-size organizations (the Chem Group family of five companies, involving about 20 managers and 60 coworkers) to larger organizations (Scotttrade Financial Services, with over 200 managers and their associated coworkers involved over time).

- 4) In 2008, **LMG (Tom Northup)** and **AAI (Mike Weaver)** undertook a cooperative effort to further evolve **The Achieving Manager Experience**.

The challenge was to develop a version of the process where key managers from a family of different organizations could experience the power of the process together, still tapping into the critical behavior modeling and mentoring components of the process, while bringing the financial investment into a range compatible with the resources of a smaller organization.

This is the **Collaborative Achieving Manager Experience** The design is complete, the investment is affordable, and results guarantee a high return on investment.

Added Value When You Attend: Feedback On Your Communication Style

We believe the briefing will provide you great value in adding to your understanding of leadership and leadership culture as the critical components in the equation of survival and success of any organization.

As an added value to you, and to increase your understanding of the Achieving Manager Research, you will experience a powerful and provocative sampling of the type of feedback which is at the heart of the **Collaborative Achieving Manager Experience**. When you elect to attend, we will provide you a learning feedback instrument to complete prior to attending. It will take you only about 30 minutes to complete the instrument. Scoring and interpretation will be covered during the briefing.

The focus is on communication and you will be introduced to a classic model on communication, the “Johari Window” and receive statistically based feedback on your communication style as well as suggestions for areas of concentration in improving the effectiveness of that style.

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TRANSFORM
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**A PERSONAL AND PROFESSIONAL
WORKSHOP EXPERIENCE FOR
OWNERS, CEO'S & DECISION MAKERS**

TOM NORTHUP Profile

Tom Northup is President/CEO of Leadership Management Group, based in Newport Beach

Tom is a nationally recognized management expert, consultant, speaker and coach. He is the author of the book, *Five Hidden Mistakes CEOs Make. How To Unlock The Secrets and Drive Growth and Profitability*. This book is essential reading for business owners, senior executives, and successful entrepreneurs seeking to rise above the status quo. In this book, Northup reveals the proven methods, practical “how-to’s”, and expert insight readers need to build excellence, improve performance, and sustain dramatic transformation in their own organizations year after year.

Marshall Goldsmith, author of the *New York Times* bestseller, *What Got You Here Won't Get You There*, said this about Five Mistakes. “Gleaned from years of success as a CEO in his own right, Tom Northup masterfully provides practical wisdom and tools to move senior leaders beyond the status quo . . . to help them see what they need to see, not just what they want to see.”

As the former CEO and principal of three successful manufacturing businesses, Tom understands the business complexities faced by today’s busy executives. He is experienced in high growth situations, new product startups, strategic planning, market analysis, team operations, and turnaround/reorganization.

Today, through coaching, consulting, mentoring, and training, Tom provides practical experience and thoughtful Leadership. Tom works side-by-side with clients to develop plans and implement strategies to . . . build capabilities that increase revenue and profitability year after year, make companies more proactive in the marketplace, build effective management teams, foster greater corporate wide accountability and generate sustained results. He is a goal-oriented executive experienced in developing strong management teams all with a focus on driving continuous results and success.

Tom graduated with a BS in Mathematics from Bucknell University and has an MBA from Syracuse University. He is an active with the Forum for Corporate Directors, the Institute of Management Consultants and runs a CEO roundtable at the Irvine Chamber of Commerce. In addition to his book he has written many articles on management published throughout the world.

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PROFILE: MIKE WEAVER

Mike Weaver is founder and President/CEO of **Achievement Associates, Inc. (AAI)**, a human resource and organizational development firm. AAI, founded in 1972, has grown to serve a broad spectrum of individuals, private and public companies, not-for-profit organizations, associations, and governmental clients across the United States, and in Canada. AAI has served over 450 clients in its 35 year history and more than 75% of these clients have taken repeat advantage of AAI's services.

Achievement Associates, Inc. has locations in Bucks County, Pennsylvania (the Philadelphia-New York City corridor), in Saint Louis, and in the Carolinas.

AAI's services include Strategic Transformation™ Processes; Management And Supervisory Training, Development And Team Building; Sales Force Training And Development; Customer Service Training; and Line Employee Development Programs. **Achievement Profiles**, a Division of AAI, provides personality profiling and other services aimed at matching people to positions for improved performance.

Mr. Weaver has enjoyed careers as a United States Air Force officer in aircraft operations and maintenance, and as a Rotary Wing Flight Test Project Engineer for a major aerospace company. Prior to founding AAI, Mike served as a Systems Project Engineer and Senior Staff Engineer for the high technology division of a diversified Fortune 500 corporation and was responsible for New Business Development for the Systems Engineering Department of the same organization.

Mike's system engineering, aircraft operations, marketing, and management experience has spanned aircraft, rocket, missile and radar systems; international counterinsurgency systems; and communications, distribution, and transaction systems for the future.

Mike is the author of "Winning Selling", a comprehensive sales force training and development program used by organizations throughout the United States and Canada and is now working on "Mentoring For Achievement" and "Strategic Transformation™: The Fusion Of Strategic Thinking And Leadership Culture", both to be released soon.

Mr. Weaver is a graduate of Rensselaer Polytechnic Institute and Washington University of Saint Louis. Supporting academic activities include work at Rutgers, Penn State University, and Saint Louis University. Mike holds degrees in both Aeronautical Engineering and Business at the Masters level and is a Registered Professional Engineer. He is a graduate of the Industrial College Of The Armed Forces.

Mike is a member of the American Institute Of Aeronautics And Astronautics, the American Helicopter Society, and other technical societies. He is a member of Mensa, has been elected to Beta Gamma Sigma, the graduate business school honorary, and has served as a Visiting Professor. Mr. Weaver is recognized in "Who's Who In The World", "Who's Who In America", "Who's Who In Finance And Business".

Mr. Weaver is a co-founder and charter member of **Catalyst**, a highly selective national organization whose membership is limited to the key executives of independent training and development firms. **Catalyst** was formed in 1979 to further the state of the art in human resource development. **Catalyst** also conducts the **Catalyst Executive Seminar/Workshop** series which periodically brings key managers from a wide range of organizations together in the interest of both personal and professional development.