

# Executive Leadership



Solutions by Harthcock Associates

Success in today's complex global arena is challenging, and the rules are changing. As we strive to succeed and stay relevant in a global market, we can be assured of several things: the challenges facing us today will become even more demanding; the speed with which change is occurring will increase, and our competition will change and multiply.

To create and lead an organization that will maintain a competitive advantage during these transformative times, many executive leaders have to revitalize an organizational culture founded on yesterday's paradigms and ideas. Priorities must shift, and thinking has to transform. Attitudes and behaviors reflecting new and different social, environmental, and organizational values have to be adapted. For many people, learning to adjust to the influx of change is difficult, and managing transformation presents even greater challenges and opportunities. Organizational success requires solid leadership.

## The Process

This Executive Leadership process offers several proven methods and concepts to help you and your team create and sustain an environment in which people are excited and committed to implementing the vision you have crystallized. It provides you with techniques for aligning your resources and guidelines for effectively leading people to higher levels of performance.

## Critical Issues Covered Within this Process

- The Challenge of Core Values
- Culture
- Vision
- Resistance to Organizational Change
- Strategic Leadership
- Goal Accomplishment
- Effective Planning
- Successful Feedback
- Understanding Behavior
- Tools for Collaboration
- Building Teams
- The Attitude Factor
- Building Success Attitudes and Habits
- Creating Winning Teams

## The Results Are Measurable

- Created a Solid Corporate Culture
- Increased Market Share
- Maximized Return on Your Intellectual Capital
- Increased Shareholder Earnings
- Strengthened Focus on Increased Ability to Attract, Service, and Keep Customers
- Realized Even Greater Employee Contributions to Results Defined by Strategic Direction
- Corporate Values Developed and Sustained

## The Formula for Success

**ASK + Goals = PBC → IR**

**A**TTITUDE  
**S**KILLS  
**K**NOWLEDGE

**P**OSITIVE  
**B**EHAVIOR  
**C**HANGE

**I**MPROVED  
**R**ESULTS

*“Your challenge will be to create an organization that will maintain consistent growth and improvement in an environment rife with rapid change.”*