

**Get
Smarter
Faster!!**

MULTIPLE LEADERSHIP INTELLIGENCE

**7 Powerful
SOLUTIONS to
Challenges you
face every day**

Introduction: Whole Brain Leadership

Numerous brain research and behavioral theories show that we are a mixture of four thinking styles, however, the brain is specialized and designed to function as a whole brain. This section introduces the **'Multiple Intelligence' Model**, an effective tool to quickly identify personality types, thinking and behavioral preferences, to help leaders effectively manage relationships.



Solution One: Motivational Intelligence

How can you create an environment that attracts, motivates and retains staff? Every individual is 'hard-wired' differently and their existing mental framework rejects any mismatch. This chapter offers **10 Secrets to mentally motivate yourself and others** to establish an environment that achieves the success you and the organization expect.



Solution Two: Decision-Making Intelligence

The bookstores are loaded with books on how to make decisions. Which one should you choose? Can't decide? Some people don't use any particular method, they simply use their gut or intuition, others require something more structured. This chapter provides an **effective, simple, non-technical, uncomplicated tips and models** based on the latest 'brain' research to make effective decisions.



Solution Three: Narrative Intelligence

How important is it to connect with and engage others? Storytelling is a powerful and effective communication tool. Stories transform rational, logical facts into interesting information that attracts attention and engages the 'left and right brains' stimulating individuals both intellectually and emotionally. This chapter presents how to effectively use stories to persuade, motivate and influence others with **17 Persuasion Tips**.



Solution Four: Relationship Building

Intelligence

Do you spend all your time reviewing budgets, quarterly earnings, productivity and results? This chapter offers **22 Success Tips** on how to use 'Lead by Walking Around', a powerful method to mentally motivate, engage and build teams to create an environment conducive to innovative thinking, sharing and collaboration.



Chapter Five: Changing Change

Intelligence

Approximately 70% of all change programs fail! Why? Because most companies focus on transforming problems, systems and processes, not employee mind-sets and behaviors. This chapter introduces a transformational model that builds trust, engagement, alignment and the required emotional mind-set, 'brain' connection to transform thinking and alter behavior.



Chapter Six: Recruiting for Intelligence

What characterizes workplace success? It's not how smart you are, but how you are smart! People are generally hired for their skills, knowledge and technical abilities (**IQ**) or *'what they know'*? But it's the behavioral traits, emotional intelligence (**EQ**) or *'who they are'* that truly predicts success. A **5 Stage Smart Recruitment Plan** helps you develop, interview, identify and recruit the best candidate to avoid costly hiring mistakes.



Chapter Seven: Sales Intelligence

Do you like salespeople pushing a product or service on you? People don't want to be sold, they want to buy. The fact: people buy from people --- not companies! Within the first few seconds they decide if they like you. If yes, then they subconsciously connect and look for reasons to say 'yes'. This chapter uses a *NeuroSales* approach leveraging the 'brain's' natural subconscious decision-making process with **9 Principles** to successfully influence clients into buying.

