

Leadership 'Challenges'

"Everything we need for our development we already know; it's just a matter of bringing it into consciousness". - Anonymous

Great leaders are masters at creating environments that inspire and motivate people to deliver exceptional results. The art of leading is highly challenging as the business environment continues to evolve and change as the world becomes more global. What worked before just doesn't seem to work today.

Making decisions, communicating, attracting, retaining, developing and motivating staff has not gotten any easier or less costly. Add the multi-cultural workforce complexities, aspects in the workplace and challenges are amplified.

Daily Challenges Leaders Face

Like my first leadership book, *'What Great Leaders (Should) Know'*, this second book is based on working with multi-cultural Global 1000 executives to help them strengthen their leadership skills and handle daily challenges such as:

- Identify and recruit the best
- Inspire others to self-motivate
- Understand, design and deliver effective change programs
- Strengthen their relation and communication skills
- Improve their decision-making ability
- Write professional emails
- Persuade & influence others
- Understand the new age worker
- Maximize performance through people
- Build confidence, deliver powerful presentations

How can one person handle such massive responsibilities? *Multiple Leadership Intelligence* offers a series of whole-brain, quick, easy to understand and **7** proven **SOLUTIONS** to these challenges.

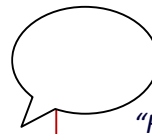
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Why Read This Book?

Whether you're a senior or mid-level executive looking for a reliable solutions or emerging talent seeking to expand your knowledge and skills --- this book is for you. What makes this

book different? It is a well-structured, and loaded with practical, easy to understand, straightforward whole brain approaches to help business people clarify and successfully manage challenges they face daily.

You will encounter the term ‘Coaching Intelligence’ (CQ) in many chapters. Coaching Intelligence is the leadership skills of building trust and credibility, asking powerful questions, actively listening and uncovering the greatness within each individual.



Words of Wisdom

*“Reading is to the mind
what exercise is to the body.”*

- Scott Peck

These core leadership traits can be found in the first leadership book, ‘*What Great Leaders (Should) Know*’. Coaching is a primary characteristic of successful leaders and proven to maximize organizational performance.

Each *SOLUTION* is designed to guide, help you learn, increase confidence and strengthen your leadership skills.

Knowledge Roots

The solutions presented are based on the latest advances in the fields of human behavioral research, neuroscience and ‘Whole Brain’ thinking along with the principles of Appreciative Enquiry, EQ, AQ, NLP, Positive Psychology and Solution-focused thinking. Although these principles may not be directly mentioned, they are woven into and underpin the thinking of each approach.

Warning!

Be warned that some very important material and principles from my first leadership book ‘*What Great Leaders (Should) Know*’ has been reintroduced as they are highly important and relevant to the topic. And...I can’t assume you read the first book! But you should! It will build a foundation of useful, practical knowledge, transform your thinking, and strengthen your leadership skills!

What’s In It For You?

Most business people have very little time to read a book cover to cover. The good news is...You don’t! You can selectively read as you encounter daily challenges. There are not a lot

of lengthy stories, explanations and case studies, just straightforward solutions to handle your challenges. Here is an overview of each section:

Introduction: Whole Brain Leadership – Return on Intelligence

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. Understanding human behavior, how we and others think and behave help leaders manage more effectively, build relationships, strengthen thinking and motivate others to achieve amazing results.

This section introduces the '**Multiple Intelligence**' Model, an effective tool to quickly identify personality types, thinking and behavioral preferences that builds productive teams, improves communication, relationships with your boss, colleagues, clients and team members.

7 WHOLE BRAIN SOLUTIONS

Solution 1: Motivational Intelligence

Everyone has the potential for greatness, but they must be motivated to make it happen! How we think, drives our results. Every individual is 'hard-wired' differently and their existing mental framework rejects any mismatch. So, how to create a motivational environment? 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 2: Decision-Making Intelligence

Do you make good decisions that positively impact and improve the bottom line? Are making decisions easy? All decisions have pros and cons. Deciding which solution to follow to maximize results and minimize potential loss requires the right thinking and process. This chapter provides a series of **simple, non-technical, uncomplicated tips and models** based on the latest 'brain' research to make effective decisions.

Solution 3: 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 Influence & Persuasion Tips**.

Solution 4: Relationship Building Intelligence

Do you spend all your time reviewing budgets, quarterly earnings, productivity and results? It's not 'what you know', it 'what you don't know' that can keep you awake at night and eventually undermine your success. This chapter offers **22 Success Tips** on how to use 'Lead by Walking Around', a powerful method to stay aware of what's happening at floor level to mentally motivate, engage and build teams to create an environment conducive to innovative thinking, sharing and collaboration.

Solution 5: 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. Management typically uses a logical, rational approach, focusing on problems, blaming, quick fixes and telling people why they should change. What do successful transformations share? Successful organizational change means 'changing thinking and conversations' throughout the company. This chapter introduces a **transformational 'whole-brain' approach** that builds trust, engagement, alignment and the required emotional mind-set to transform thinking and alter behavior.

Solution 6: 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** plus an EQ Behavioral Interview template in the Appendix help you develop a framework to identify, interview and recruit the best candidate to avoid costly hiring mistakes.

Solution 7: 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 **10 Principles** to successfully influence clients.