

CEO Leadership Presence Executive Coaching

MSD Leadership Consultants, Inc.
Experts in High-Performance Leadership



Is Your Organization....

Falling behind
the competition
today?

Ill-prepared to
compete in the
future?

Too slow to
execute?

Quick to execute
but slow to think,
strategize, and
plan?

Too slow to
innovate?

Growing at a
unbelievably fast
rate of speed?

Too siloed to
collaborate?

ARE YOU PREPARED TO IMPROVE YOUR LEADERSHIP AND BUILD A VISIONARY COMPANY?

Strong Executive Leadership Presence Enables You to Have a Positive, Profound and Lasting Impact on the Organization You Lead.



Your Impact as a Leader

People will soon forget your
Leadership Style.....

They will never forget the impact of
your

Leadership Presence

Stanley D. Truskie, Ph.D.



Three Key Aspects of Executive Leadership Presence

1. Personal Self - Awareness

- Personal self-awareness is focusing your attention on the details of your personality and behavior.
- It isn't learned from reading a book. When you read a book, you are focusing your attention on the conceptual ideas in the book. You can develop an intellectual understanding of the ideas of self-awareness from a book, but this is not the same.
- With your attention in a book you are not paying attention to your own behavior, emotions and personality.
- Self-awareness is one of the most essential interpersonal skills for effective Executive Leadership, even more important than IQ.



Executive Leadership Presence

2. Leadership Competencies

- The knowledge skills and abilities required for effective leadership are broad and varied.
- They consist of actions such as creating short- and long-term goals, making plans to reach those goals, keeping a close eye on a budget and schedule, coming up with new ideas, addressing and solving problems, resolving conflicts, inspiring others, building a vision, measuring results, and creating the right culture



Executive Leadership Presence

3. Leadership Experience

- Much great information can be learned through formalized study.
- Reading countless books on leadership, management, success, and other business topics, it is safe to say there are a lot of books about the subject.
- Many of them to be very similar, and at times they begin to almost read as one continuous novel of regurgitated facts and opinion.
- With all the great programs on leadership offered in schools, written in books, and evangelized by speakers, some of the greatest leadership lessons come from life - actually being a leader and living through the challenges, obstacles, achievements as well as failures.

Weak Executive Leadership Presence



Strong Executive Leadership Presence



High Performance Executive Coaching

Business Coaching/Consulting

- Short Term
- Business Focus
- New Technology
- Marketing
- Sales and Advertising

High Performance Executive Coaching

- Long Term
- Transformational
- Deep and Lasting Impact
- Meaningful, Purposeful Life
- Successful Organization

TOP SIX SKILLS CEOs BELIEVE THEY NEED TO DEVELOP

1. Conflict Management Skills
2. Sharing Leadership/Delegation Skills
3. Listening Skills
4. Communication Skills
5. Planning Skills
6. Mentoring Skills/Developing Internal Talent

RESEARCH

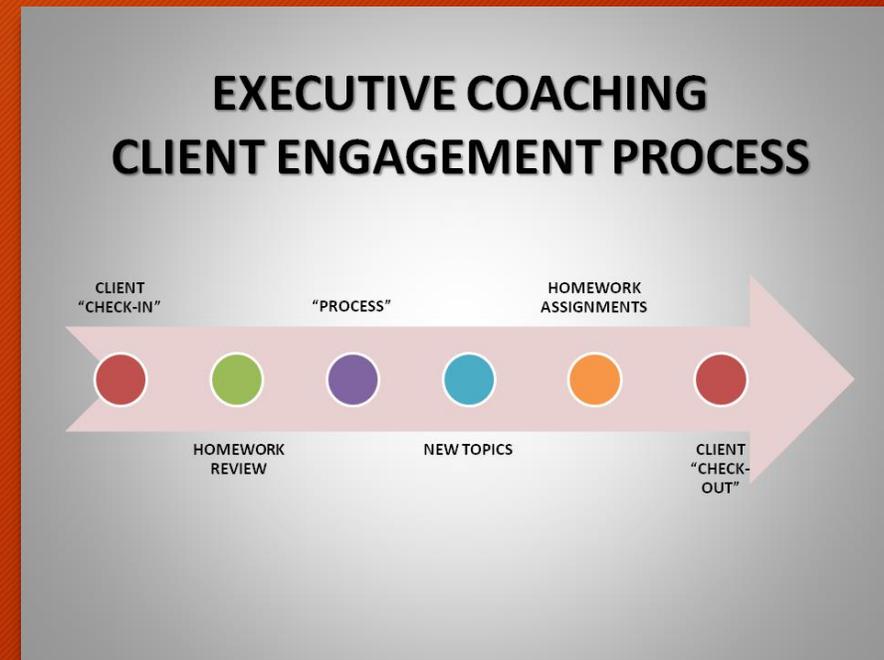
- Nearly 2/3 of CEOs don't receive executive coaching
- Nearly 100% say they would like coaching to enhance their development
- To many CEOs, executive coaching is somehow remedial as opposed to something that enhances high performance.
- Self-awareness and personal growth along with a business/organizational perspective should be the heart of executive coaching.
- Many great, high performing CEOs employ executive coaches as do great golfers who have golf coaches.
- Famous CEO Jack Welch of GE worked with an executive coach, Ram Charan, for years.
- CEOs who seek out an executive coach or advisor is not a sign of a fundamental problem or weakness, but instead a key attribute of being a superior leader.
- Executive Coaching can make the difference between a good organization and a visionary one.

Proven Benefits of Executive Coaching

- According to the American Management Association, organizations that use coaching reported stronger market performance. A global survey of coaching clients by Price Waterhouse Coopers and the Association Resource Center concluded that the mean ROI for companies investing in coaching was seven times that of the initial investment. A quarter of the companies in the survey reported an ROI of 10 to 49 times investment.

The CEO Executive Coaching Process

1. Self Awareness
2. Action Learning
3. Preparation
4. Action
5. Follow-up



Self-Awareness: Strengths, Weaknesses, Blind Spots

- Reflection
- Self-Awareness
- Debriefing
- Assessment Tools
- 360 Feedback

The Four Self-Awareness Archetypes

This 2x2 maps internal self-awareness (how well you know yourself) against external self-awareness (how well you understand how others see you).

	Low external self-awareness	High external self-awareness
High internal self-awareness	INTROSPECTORS They're clear on who they are but don't challenge their own views or search for blind spots by getting feedback from others. This can harm their relationships and limit their success.	AWARE They know who they are, what they want to accomplish, and seek out and value others' opinions. This is where leaders begin to fully realize the true benefits of self-awareness.
Low internal self-awareness	SEEKERS They don't yet know who they are, what they stand for, or how their teams see them. As a result, they might feel stuck or frustrated with their performance and relationships.	PLEASERS They can be so focused on appearing a certain way to others that they could be overlooking what matters to them. Over time, they tend to make choices that aren't in service of their own success and fulfillment.

SOURCE DR. TASHA EURICH

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Action Learning

Best Hiring Practices

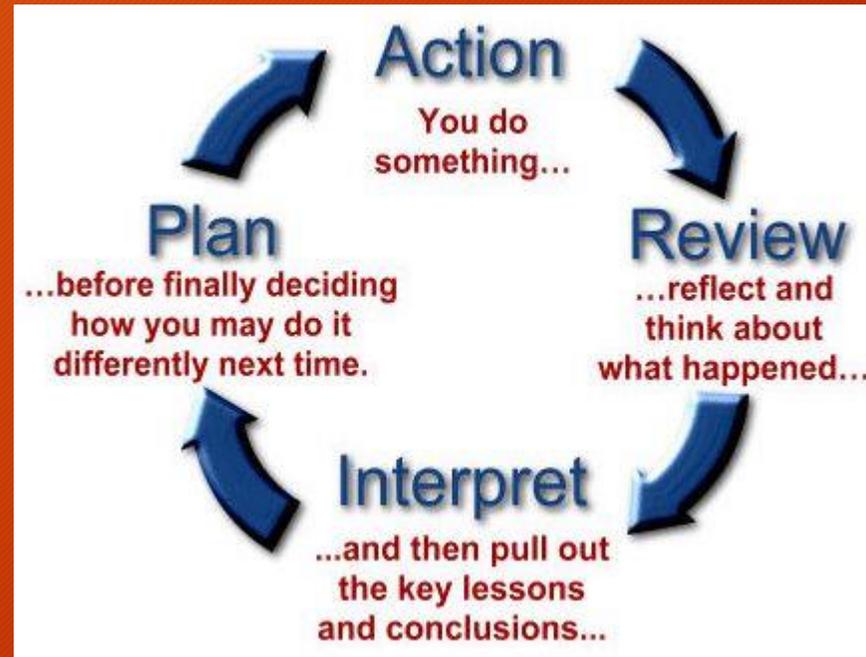
Team Development

Conflict Resolution

Strategic Planning

Best Leadership Practices

EVIDENCED-BASED LEADERSHIP



The Details

Monthly Meetings

3 Hours

Debriefing (business/organizational issues)

Assessment/Assessment Feedback

Action Learning Discussion

Preparation

Action Plan

Assignments

Reading Assignments

Complete Assessments

Case Studies

Support

8-10-12 Month Programs

Emails

Special Meetings

Telephone

Texting

Results for CEOs and Top Executives

- Helping Them Become Better Leaders
- Enhancing Their Lives
- Building High Performance Organizations
- Dramatically Growing Revenues and Profits
- Implementing the Most Effective Strategies
- Growing Their People
- Building Accountability Systems
- Elevating Their Own Performance

Biography of Stan Truskie, Ph.D.

Stan is an international executive coach, organizational leadership professor, author, speaker and board advisor with over 25 years' experience coaching executives and advising boards on leadership/organizational performance and governance issues. He brings a wealth of knowledge and experience in executive development, strategic/business planning, succession planning, business development, and company culture formation. He has the unique experience of advising public, private, and not-for profit organizations, as well as family owned/operated businesses.

Currently, Stan operates a private consulting firm, MSD Leadership Consultants, Inc. which he founded in 2002. He has worked with over 50 companies ranging from small family owned private businesses to Fortune 500 corporations offering advice on executive leadership, organizational/business strategic planning, and governance issues. He has advised enterprises of various sizes at different stages of growth from start-up to turn-around situations, and contributed to improved business performance, increased revenues, and profitable bottom line results. He has coached over 300 senior level executives, including CEOs, Key Executives, and High-Potential Managers.

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