

# Executive Leadership



Success in today's complex global arena is challenging, and the rules are changing. We can be assured of several things: the challenges facing us today will become even more intense; the speed with which change is occurring will increase; and the competition will intensify.

To create and lead an organization that will maintain a competitive advantage during these turbulent times, many executives will have to transform an organizational culture that was founded on yesterday's paradigms and ideas. Priorities will shift, and thinking will have to change. Attitudes and behaviors reflecting new and different social and organizational values will have to be adapted. For many people, learning to adjust to change will be difficult, and managing change will present even greater challenges. Organizational success will require leadership that is focused on positive results!

## The Process

This Executive Leadership process offers a proven path to help you create an environment in which people will be excited about operationalizing the established vision. It will provide you with the 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 Leadership
- Valueship
- Vision
- Dealing with Change
- Organizational Alignment
- Goal Accomplishment
- Effective Planning
- Leadership Responsibility
- Understanding Human Potential
- Collaborating
- Building Teams
- Motivation
- Understanding Behavior
- Building Success Attitudes and Habits
- Communications

## The Results are Measurable

- Increased Market Share
- Maximized Return on Your Intellectual Capital
- Increased Shareholder Earnings
- Strengthened Focus on Attracting, Servicing, and Keeping Customers
- Realized Even Greater Employee Contributions to Results
- Defined Strategic Direction
- Developed and Sustained Corporate Values

## The Formula for Success

**ASK + GOALS = PBC → IR(%)**

**ATTITUDE  
SKILLS  
KNOWLEDGE**

**POSITIVE  
BEHAVIOR  
CHANGE**

**IMPROVED  
RESULTS**

## Contact Information

**Ken A. Wilund**  
Consulting Partner

Office: 314.416.4792

Mobile: 314.723.4792

[KWilund@aol.com](mailto:KWilund@aol.com)

[www.WilundAssociates.com](http://www.WilundAssociates.com)

4333 Arrow Tree Dr. Suite A  
St. Louis, MO 63128

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