

12 DISCIPLINES OF LEADERSHIP EXCELLENCE



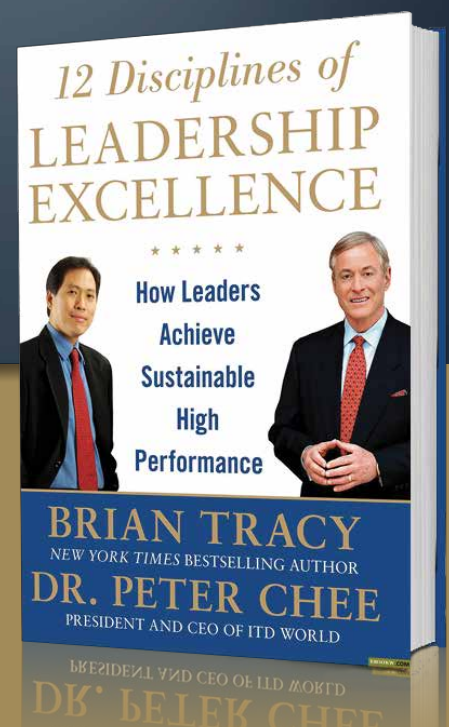
BRIAN TRACY

- Top business and personal success trainer in 56 countries
- Written 70 books in 38 languages, produced 500 audio and video learning programs



DR. PETER CHEE

- 1st Asian ranked among the top 6 global coaching gurus
- 1st Asian to co-author books with Jack Canfield, Brian Tracy and William Rothwell



MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER

INTRODUCTION



John Maxwell asserts that leadership is influence - nothing more, nothing less. Effective leaders influence followers so that they collaborate with the leaders because they want to and not because they have to.

Influencing competencies are indispensable to delivering both personal and organizational results. In almost every interaction with other people, you will find the need to influence and persuade them to buy-in to your ideas, your products or services. Within modern day organizations, where structures are getting less hierarchical, working with peers and superiors towards common goals will require your skills to persuade, influence and inspire them to commit to the common goals.

This ability to positively influence is an essential quality of successful people. Leaders and managers with influencing competency will consistently deliver improved results through better working relationships and higher productivity.

At ITD World, we believe that leadership is a competency that can be learned and mastered. We also believe that leadership is influence and through the behaviors and habits developed in the program, you can increase your influence and leadership effectiveness.

This program enables the synergy of the world's leading gurus and experts on leadership and influence namely: Dr. John Maxwell, Dr. Peter Chee, Brian Tracy, Jim Kouzes and Barry Posner, Dr. Robert Cialdini and Kerry Patterson. It is designed to be the best leadership development experience.



PROGRAM OUTLINE

1. The Leadership and Influence Connection
2. Sources of Power and Influence
3. What's Your Persuasion IQ?
4. Thinking Win-win and Winning with People
5. Use of Influence in Different Context
6. The Framework for Influence and Persuasion
7. The Six Laws of Influence
8. The Most Important Laws of Leadership from John Maxwell
9. The 5 Levels of Leadership
10. Uncovering Your Level of Leadership
11. The 5 Practices of Leadership Challenge
 - Model The Way
 - Inspired the Shared Vision
 - Challenge the Process
 - Enable others to Act
 - Encourage the Heart
12. **The Disciplines of Leadership Excellence** (The 12 C's) from Brian Tracy and Dr. Peter Chee:
 - Collaboration
 - Control
 - Competence
 - Creativity
 - Caring About People
 - Concentration
 - Clarity
 - Character
 - Competitiveness
 - Courage
 - Change Management
 - Commitment
13. Seeing the Big Picture and How it All Comes Together - The 12 Disciplines of Leadership Excellence to the 21 Laws of Leadership and The Leadership Challenge
14. The Core Competencies of Global Leadership Excellence
15. Putting Together an Action Plan and Commitment for Application of Learning, Behavior and Habit Change

OBJECTIVES

Upon completion of this program, participants will be able to:

- **Learn how to recognize, raise, and remove the 'leadership lid' that is holding you back in your leadership potential**
 - **Know the relationship between leadership, influence, persuasion and power**
 - **Learn why and when you will need to influence**
 - **Develop influence effectively through power relationship building**
 - **Recognize the different strategies for influencing**
 - **Use a range of influencing styles in appropriate circumstances**
 - **Apply a roadmap in influencing and persuading people**
 - **Create a Leadership Action Plan to ensure habit and behavioral change.**
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- **Use and apply the following:**
 - a. **Discipline of Collaboration:** Leaders ensure that people work well together in synergistic teams and are aligned with the unity of vision, values and objectives. They create a positive and fun culture of cooperation among their people. They hire and retain the best people, and they enable participative leadership, employee engagement and strategic partnerships.
 - b. **Discipline of Clarity:** Leaders take the time to become absolutely clear about their values, vision, mission, purposes, goals, strategies, tactics, priorities, strengths and passion in every part of the business, and in personal life. They communicate clearly and effectively with people.
 - c. **Discipline of Control:** Leaders practice high levels of self-mastery and self-control in their actions and interactions with others, and both take charge and remain in charge of the situation. They are willing to make sacrifices for the good of their people.
 - d. **Discipline of Character:** Leaders practice honesty and integrity in everything they do, making promises carefully, but then keeping their promises. They passionately build trust among their people with a strong sense of ethical quality and humility.
 - e. **Discipline of Competence:** Leaders never stop upgrading their knowledge and skills by continuous reading, listening, watching and learning on every occasion. They work very hard to become extremely good at what they do and are dedicated to continually getting better. They cultivate the same philosophy of continuous learning and development with their people.
 - f. **Discipline of Competitiveness:** Leaders are highly competitive and are determined to succeed by marketing and selling better products and services, aggressively in any market. They are customer centric and have strong strategic acumen in creating competitive advantage to win over their competitors.
 - g. **Discipline of Courage:** Leaders demonstrate courage by moving out of their comfort zones, being willing to embrace adversity, make tough decisions and take risks with no guarantee of success.
 - h. **Discipline of Caring about People:** Leaders recognize that their people are their most important assets and that kindness, courtesy and consideration are essential to bringing out the very best in the people who work for them. They are servant leaders that touch the hearts of people with care and sincerity while adding value to them.
 - i. **Discipline of Concentration:** Leaders manage their time well, set clear priorities on the use of time and resources, and concentrate single-mindedly on one thing at a time. They use the power of focus to do the right thing at the right time and to leverage on their strengths to achieve sustainable success.
 - j. **Discipline of Commitment:** Leaders are fully committed to the achievement of goals, to winning and to the success of their businesses or departments. They have a strong sense of responsibility and determination to achieve results.

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INTERNATIONAL AWARD & RECOGNITION



Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

Mega Gurus:

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader" and "The Leader's Daily Role in Talent Management".

Clients:

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Beiersdorf, Schneider, TOTAL SA, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, Thaibev Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle, Pepsico.

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