

BECOMING A WHY? LEADER™

6 essential habits that inspire people to contribute their best to your team's success

As a strong leader, you create tremendous improvement but often don't realize or formalize why and how you've done it. With a conscious process, you create a model for everyone to improve daily and scale performance across your organization.

Becoming a WHY Leader gives you the tools to scale respected leadership across your organization.

WHAT leaders do what they're told. HOW leaders are hands-on and have all of the answers and plans. They are the single point of failure, limited by the number of hands.

WHY Leaders inspire. They can describe the behaviors that unleash the greatness in others. There are no limits to the scale you can achieve when you are a WHY leader.

You will gain the process and action steps to help your subordinates gain clarity, gain buy-in, and increase accountability so that people **do the right things the right way without constant supervision.**



Chris Kolenda, Ph.D., founder of the Strategic Leaders Academy, works with leaders who want to inspire their employees to contribute their best to the team's success and gain major competitive advantages.

Chris is a West Point graduate, internationally renowned combat leader, retired Army Colonel, business leader, and author of *Leadership: The Warrior's Art* -- which has sold over 60,000 copies. He was a trusted adviser to three 4-star Generals and two Secretaries of Defense. His battlefield leadership has been featured in several books, including Jake Tapper's bestseller *The Outpost*. His latest book is *Zero-Sum Victory: What We're Getting Wrong About War*.

We now have a framework to discuss the ways that people lead differently and how we celebrate that diversity as we build commitment to a common culture. This is already benefiting our retention, engagement, and morale.



Michèle A. Flournoy,
Chief Executive Officer,
West Exec Advisors

BEHAVIORS YOU CAN INSPIRE:

- **Expand self-awareness** to lead as the best version of yourself, gain buy-in, and inspire people to contribute their best.
- **Increase accountability** by clarifying expectations, gaining buy-in, and providing effective feedback that improves performance, reduces anxiety, and avoids resentment.
- **Boost engagement and productivity 2X - 3X and reduce burnout** by getting the right people in the right roles doing the right things.
- **Build commitment** by helping people find purpose and connect emotionally to their work.
- **Be Respons-able** so that you boost performance and innovation.
- Gain the behaviors that help you **get good at getting better** -- improve by 1% each day, and in 70 days, you are twice as good.

Week 1: Smart Start – The power of WHY? Leadership™ and the 6 Habits

Week 2: Gain Self-Awareness: Lead as your best self; coach people to contribute their best

Week 3: Build credibility through Trustworthiness, Respect, and Stewardship.

Week 4: Improve cooperation and gain allies by Practicing Empathy.

Week 5: Boost performance and innovation through Responsibility and Accountability.

Week 6 Connect the WHY so you can build commitment to your company's success.

Week 7: Boost your leadership arsenal by Multiplying your Experiences.

Week 8: Apply your Top Lessons: Priorities and Accountability.

Questions: please email me at chris@strategicleadersacademy.com

DURING THE 8-WEEK PROGRAM, YOU WILL:

- Have a live 1-hour zoom session once a week, where we discuss your assignments, exchange best practices, remove obstacles, and plan action steps that get results.
- Videos and assignments that show you exactly how to implement our six Leadership Habits so you can achieve lasting success and impact.
- Unlimited email access to me.
- 24/7 lifetime access to the modules.
- A confidential peer group of high-performing leaders to exchange ideas, lessons, and best practices.

Apply Here:
<https://callSLA.as.me/Chris>



Our management and governance are now highly integrated. We have very high degrees of engagement, accountability, and ownership ... and a strategy that's created \$2 million annually in new revenues.

Jim Thaden, Executive director,
Central Asia Institute



Chris provides practical leadership behaviors within a collaborative and positive atmosphere that have helped me lead more strategically, gain buy-in, solve problems, and boost innovation.

Mark Chappel, Gurtz Electric



The clarity, buy-in, and accountability we've gained from this program has put us on course to reduce costs by over \$1m this year and boost revenues by over \$2m.

Ray Omar,
CEO, Capital Brands

ARE YOU A GOOD FIT FOR THIS PROGRAM?

APPLY HERE