

Visionary Leadership: Successful Strategic Engagement of the Organization

Dr. Mitchell Kusy

Many leaders have been through so many training programs on organizational change that they often dread going through one more. Until maybe now. This seminar is different from many other training sessions because it focuses on busting 8 false myths of visionary leadership *and* exchanging these for 8 definitive leadership actions that work.

Change is pervasive. As a result of the recent collapse of many once profitable organizations (e.g. Tyco, Enron, WorldCom, to name just a few), leaders are now facing organizational change issues in record numbers. Change affects leaders personally. Consider this statistic—40 CEOs within *Fortune 500's* top 200 organizations were either fired or forced to resign in the year 2000 alone! You have also probably read about many previously successful leaders who have appeared in prominent magazines—*Fortune, Forbes, Time, Newsweek, Business Week*, etc. These leaders have discovered that it is no longer enough to lead change with their gut or to manage it based upon what has worked for them in the past. The stakes are much too high for reinforcement of these old styles of change leadership.

In this seminar, Mitch will share the insights from his years of robust experiences *and* the highlights of extensive research studies on leadership—including his own. Mitch will reinforce these perspectives to help leaders extinguish outmoded views of organizational change and ignite the most up-to-date, effective leadership practices. Through integration of organizational values that make a *bottom line difference* in productivity—Mitch will address how to make these values meaningful through successful change.

1. Seminar purpose

- Understand why 8 specific myths of leadership change are false;
- Identify 8 enlightened actions that work.

2. Outcomes: At the end of this workshop, every leader will be able to:

- Use at least 4 new change practices in their own areas even when given little direction from higher-level leaders;
- Motivate “mavericks” who want change, but pull away from the team in the process;
- Communicate the vision in at least 3 new ways to garner commitment;
- Link successful visionary practices to organizational values;
- Strategic planning in a nutshell.

3. Agenda:

- Present and future-based visionary change;
- The need for a solo leader direction and a team one
- Use of extensive visionary data and sound bites;
- Focus on those “on board” and those who aren’t;

- Motivation through maverick empowerment and barrier removal;
- Long-term and short-term visionary strategies;
- More change in less time and less change in more time;
- Visionary cultures and personal accountabilities.