

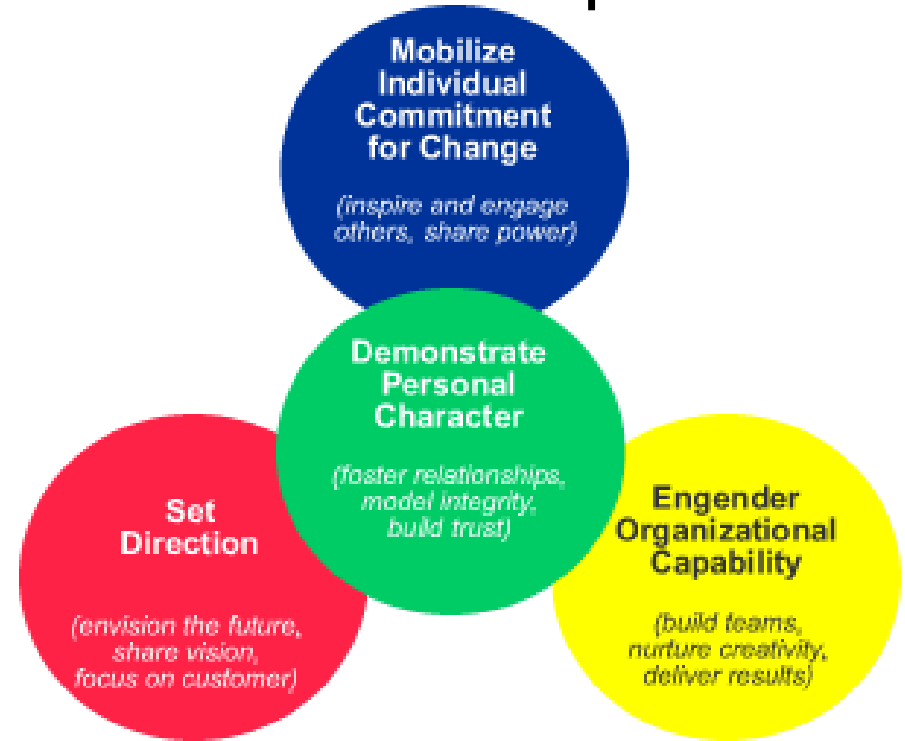


**DALE CARNEGIE®  
TRAINING**

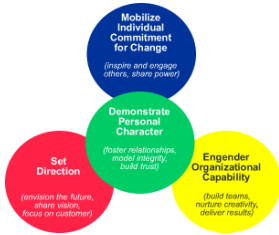


## The Leadership Model

# Leadership Your Way!



Ken Roberts



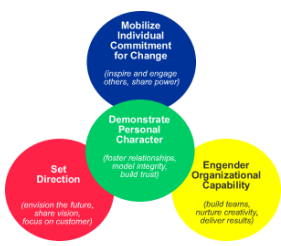
# Become a Better Leader!

## EXPLORE NMA Leadership Attributes

- ▶ **SET DIRECTION**
- ▶ **MOBILIZE INDIVIDUAL COMMITMENT FOR CHANGE**
- ▶ **ENGENDER ORGANIZATIONAL CAPABILITY**
- ▶ **DEMONSTRATE PERSONAL CHARACTER**



# NMA LEADS



Leadership - Windows Internet Explorer

http://www.nma1.org/#

File Edit View Favorites Tools Help

Leadership

2210 Arbor Boulevard Dayton, OH 45439 - 937-294-0421

NMA... THE Leadership Development Organization

About Us | Joining NMA | Leadership | Learning Center | Member Services | Conferences

Today's Date: July 7, 2009

**Dates to Remember!**

**June**

June 7-13  
Management Week in America

June 30  
May R1 due to [matt@nma1.org](mailto:matt@nma1.org)  
April M-1p due at National

**July**

National Board of Directors Meeting  
July 18-19  
National Board of Directors Meeting  
Marriott Dayton  
1414 S. Patterson Road  
Dayton, OH 45409  
PH: 937-773-1000

Take our NEW on-line Leadership Assessment.

Go to: **NMA LEADS**

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**NMA Leadership Model**

**Mobilize Individual Commitment for Change**  
*(inspire and engage others, share power)*

**Demonstrate Personal Character**  
*(foster relationships, model integrity, build trust)*

**Engender Organizational Capability**  
*(build teams, nurture creativity, deliver results)*

**Set Direction**  
*(envision the future, share vision, focus on customer)*

**Quick Links**

2009 Annual Conference in Partnership with ICPM

New Member Survey

2009 West LDC Information

2009 East LDC Information

Chapter Membership Campaign Materials

NMA Policy and Procedure Manual

NMA Constitution & Bylaws

QuickTools

2009 Theme Logo

<http://www.nma1.org>



NMA Unveils Electronic Leadership Development System

Looking to assess your leadership skills? Not too hard to do. Looking for an assessment tool? A bit more complicated to find, but they're out there. But, looking for an assessment SYSTEM? You'll find it here: [See key Testimonials](#)

**FAQs or [Go directly to the LEADS](#)**

[Can you give me a Quick Overview of LEADS?](#)

[What all is involved in your system... and how can I get the most from it?](#)

[If I want to get started, how do I get to the assessment?](#)

[Tell me about the Assessment Application](#)

[Can you tell me a little more about the LEADS?](#)

**NMA... THE Leadership Development Organization**

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Thank you for your interest in NMA LEADS. In order to participate in the LEADS Application Form below, after which you will be directed to a payment page for \$35.00 per assessment. Once payment has been made, you will receive your name and password and can proceed directly to the assessment.

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Organization: \_\_\_\_\_  
NMA Member: \_\_\_\_\_  
NMA Chapter: \_\_\_\_\_

**Leadership Evaluation And Development System (LEADS)**

Welcome to the NMA LEADS program which will allow you to assess your understanding of leadership attributes and to learn more about associated leadership competencies.

In order to participate in the assessment you need to complete the application process, after which you will be directed to a credit card authorization page where you agree to pay \$35.00 per assessment. Once payment has been approved, you will receive by email your one-time user name and password and can proceed directly to the assessment.

To begin, click on the APPLICATION link and fill out the requested information to get a one-time user name and password. Return to this LEADS home page and click on the ASSESSMENT link with your user name and password. Make sure that you set aside at least two uninterrupted hours to complete the ASSESSMENT and to obtain your feedback report which you should save to your computer for future use.

[Application](#)      [Assessment](#)

LEADS Web Development  
IMG Studios, Inc.  
[Need Tech Support?](#)

LEADS Coordinator  
Karen Tolson  
VP of Professional Development  
NMA

**NMA... THE Leadership Development Organization**

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**Instructions**

**ALLOW 2 HOURS "TOTAL" TESTING TIME**

The LEADS ASSESSMENT will present you with 120 multiple choice questions that require a good understanding of key concepts and solutions for the leadership competencies. The ASSESSMENT has a two-hour time limit, so please make sure you have enough time to complete the questionnaire. You are able, however, to pause the assessment and return to it later.

Once complete, LEADS will automatically provide a feedback report that includes a summary of your understanding of the leadership competencies and a list of reading, training, and work assignments based on your completion times. Make sure that you save this feedback report to your computer for future use.

Welcome!

User Name:   
Password:

Leadership development scores are derived from the corresponding competency scores to develop missed competency questions;  
• TRAINING: Identification of appropriate training courses corresponding to the missed competency questions; and  
• WORK: Suggestion of appropriate work assignments or tasks corresponding to the missed competency questions.

A TIME period is recommended for completion of each leadership development task and is also suggested for your related development planning. You should complete all recommended leadership development actions before retaking the LEADS assessment.

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**LEADS Application Form**

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**DALE CARNEGIE TRAINING**

**!SAVE THIS FILE!  
Jan 15, 2008**

Congratulations on your completion of the Leadership Evaluation and Development System (LEADS) assessment. This report provides associated feedback through your assessment RESULTS and RECOMMENDATIONS for further leadership development.

Leadership competency scores use the following ratings:

- 5 = Excellent understanding
- 4 = Good understanding
- 3 = Average understanding
- 2 = Fair understanding
- 1 = Lack of understanding

Leadership attribute scores are derived from the corresponding competency scores using the same rating system.

Leadership development scores are derived from the competency database and include:

- READING: Assignment of appropriate reading material from the references used to develop missed competency questions;
- TRAINING: Identification of appropriate training courses corresponding to the missed competency questions; and
- WORK: Suggestion of appropriate work assignments or tasks corresponding to the missed competency questions.

A TIME period is recommended for completion of each leadership development task and is also suggested for your related development planning. You should complete all recommended leadership development actions before retaking the LEADS assessment.

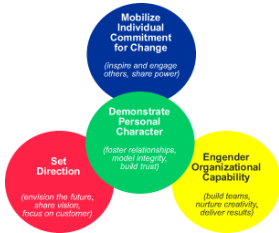




# ATTRIBUTES/COMPETENCIES

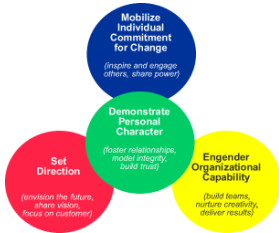
SCORE

<p><b>1. Maintain internal and external customer focus</b>          Prince, E. T. (2005). The three financial styles of very successful leaders: Strategic approaches to identifying the growth drivers of every company. New York: McGraw-Hill.  <u>BUY BORROW BROWSE</u></p>	<p>1 months</p>
<p><b>2. Translate strategy into actionable objectives and plans</b>          Kaufman, R. &amp; Oakley-Brown, H. (2003). Strategic planning for success: Aligning people, performance, and payoff. John Wiley &amp; Sons.  <u>BUY BORROW BROWSE</u></p>	<p>1 months</p>
<p><b>6. Create an environment where all can stretch, take sides, create, contribute and learn</b>          Covey, S.R. (2006). The 8th habit : From effectiveness to greatness. Free Press.  <u>BUY BORROW BROWSE</u></p>	<p>1 months</p>
<p><b>9. Energize, excite and motivate others</b>          Blanchard, K. &amp; Parisi-Carew, E., et al. (2006). Leading at a higher level: Blanchard on leadership and creating high performing organizations. Pearson Education/Prentice Hall.  <u>BUY BORROW BROWSE</u></p>	<p>1 month</p>
<p><b>4. Maintain direction and consistency in big-picture and daily challenges</b>          Take the Dale Carnegie course, "Leadership Training for Managers" or the Leadership Advantage seminar  <u>TAKE</u></p>	<p>2 months</p>
<p><b>10. Lead by example with high expectations</b>          Take the Dale Carnegie course, "Strictly Business"  <u>TAKE</u></p>	<p>2 months</p>
<p><b>23. Capitalize on unanticipated opportunities</b>          Read article by Dave Ulrich and Norm Smallwood, "Capitalizing on Capabilities"  <u>TAKE</u></p>	<p>1 months</p>
<p><b>26. Promote integrity and ethical behavior</b>          Establish a process for ethical concerns</p>	<p>6 months</p>



# Three (3) Steps to YOUR POTENTIAL!

- ▶ **ASSESS** — Evaluate YOUR UNDERSTANDING of industry best practices related to the NMA Leadership Attributes. YOUR resultant Leadership ANALYSIS will identify areas of strength and potential areas for YOUR IMPROVEMENT.
- ▶ **ASSIGN** —LEADS provides associated reading, training, and other assignments to let you learn more about these NMA Leadership Principles and try them in your work environment. Learn more about related industry best practices tailored to YOUR NEEDS!
- ▶ **ACHIEVE** — Successfully apply assignments in your work environment to fully realize the LEADS effectiveness and YOUR POTENTIAL!



# Become a Better Leader!

- ▶ By repeatedly completing these steps and using LEADS to guide your related improvements, you will become a better leader!
- ▶ LEADS can be a personal journey or can be shared with your team and organization.
- ▶ Contact [karen@nma1.org](mailto:karen@nma1.org) or Karen Tobias at 937/294-0421 for Group Discounts or LEADS Customization