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**"Building Organizational Capacity to Achieve Extraordinary Results"**

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## Welcome to Transformational Leadership Coaching & Consulting News

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Welcome to our business newsletter. We are in the business of developing transformational leaders and engaging their organizations to deliver truly extraordinary results. We coach leaders and leadership teams to practice the skills, processes and behaviors needed to inspire individuals and teams to new levels of achievement. We will use our newsletters to describe the various aspects of transformational leadership, as well as provide tips and insights that will facilitate your journey to grow the capacity and capability of your organization.



### Case History

A manufacturing manager in northern Pennsylvania saved his business by establishing and achieving a vision of becoming a low cost manufacturing leader among his Far East competition. He set a goal of 30% reduction in unit cost of manufacture within 2 years. He sought real time, just in time coaching assistance for himself and his staff. TLCC taught them transformational leadership skills and behaviors to supplement their management skills, while doing real work. They achieved a 38% reduction in unit cost within 20 months.



### Transformational Leadership What & Why

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## Quotable Quotes

The impact of the transformational leader is stunning. Howell describes the process leading to her discovery: "Loads of research has been done - across countries and cultures, studying managers from first-line supervisors to CEOs, in a variety of settings ranging from Fortune 500 companies to start-up enterprises, to military and health care organizations, and educational institutions - and the studies consistently show the same results.

Transformational leaders have a strong, positive impact on individual, team, and company performance. They develop people to higher levels of individual and group performance; they are seen as more effective and satisfying to work for; and they produce performance beyond expectations all around."

Ivey Business School  
Professor Jane Howell

Globalization is rapidly leveling the playing field between industrial and emerging market nations, bringing with it extraordinary competitive pressures. To compete effectively in this "flat" environment, you need a leadership development strategy that will keep you in the game. The capacity of your organization to produce exceptional results is directly tied to the behaviors of your leaders. As a leader, you know that managing and leading are different, but both important. Transformational leadership simply takes the leading function to the next level.

Transformational leadership behaviors routinely produce extraordinary results by inspiring people to do things that they previously thought were beyond their reach. Transformational leaders regularly produce improvements of 25-35% in key performance areas because they know what motivates people and they employ that knowledge in their day-to-day practices. The skills and behaviors associated with transformational leadership can be learned and measured.

Transformational leaders have learned how to:

- Create a work environment where people have a strong sense of purpose, feel optimistic about the future, and are motivated to achieve heroic goals
- Be inclusive and collaborative
- Maintain long term focus and pace despite day-to-day distractions.

Their behavior patterns can be grouped under the following sets::

- Searching for opportunities
- Inspiring a shared vision
- Enabling others to act
- Setting the example (modeling the way)
- Building pride and self esteem

Our 360 transformational leadership assessment tool is the recognized standard for measuring these behavioral sets. Assessment results are compared to international norms and



evidence based targets.

A recent survey of 412 global executives, sponsored by Development Dimensions International, revealed the leadership qualities they felt will be important over the next 5 years:

- Ability to motivate a team .....34.7%
- Works well across cultures & boundaries ....33.5%
- Ability to facilitate change .....32.0%
- Developing talent .....25.7%

These are transformational leadership characteristics. We encourage you to set your sights high and begin developing leaders with transformational leadership capability. That is what we do best.

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