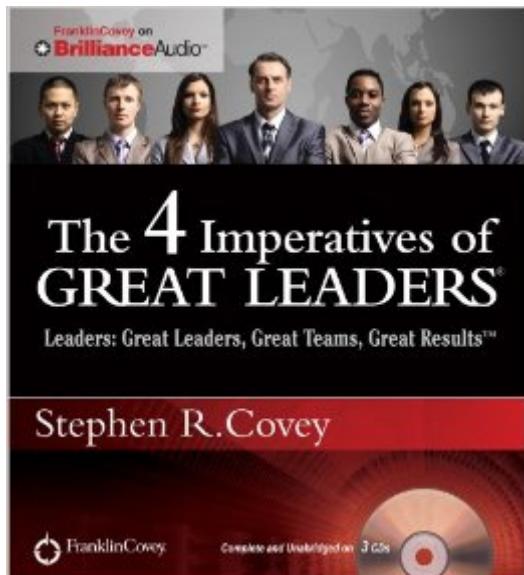


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# The 4 Imperatives Of Great Leaders



## **Synopsis**

Leaders make the difference in great organizations. In today's global, knowledge-based world, the call for organizational greatness is greater than ever before. Sustainable financial performance, intense customer loyalty, a winning culture, and a distinctive contribution in the marketplace are hallmarks of truly great organizations. Great organizations are created by great leaders—leaders who can unleash the highest and best contributions of their team toward their organization's most critical priorities. Every organization and every leader aspires to greatness. But why do only a few achieve it? I believe the answer is in the execution of the 4 Imperatives.

## **Book Information**

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## **Customer Reviews**

Leadership: Great Leaders, Great Team, Great Results. This is an audio only presentation that is a sample introduction to a 20 hour three or five day training session that Franklin Covey does throughout the country. This may be meant as a promotional piece for the trainings, but is a very interesting and usable stand alone collection of Leadership development lessons. The theme of this Audio presentation is to introduce a whole person leadership approach to leading. The presentation is a call to great leadership, leadership that inspires people in organization to become great organization with winning streaks. It is meant to take a tool set approach to have a participant develop a vision for great leadership and a paradigm for leadership in a knowledge centered world with a framework of systems and processes by explaining the skills and tools to enable great leadership. This is a modern view of leadership that gives you examples of how it works and dispels the old school methods of command, control, power of using only a couple of strong individuals to

lead. This is very informative and packed with a lot of leadership principles and examples. The part I took to heart is the journey to execution. The journey of execution starts with developing meaningful goals or WIGS as it calls them, wildly important goals. The second step in this execution is to have lead measures for actions. It gives examples of keeping a compelling scoreboard. Once you have those in place it all creates a cadence of accountability in a way that is engaging of the team. All of this execution is done with a synergy of engaging the team.

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