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Newsletter June 2009

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### **WHAT IS INTIGRATED LEADERSHIP?**

By: Michelle Braden

Follow Michelle on Twitter @CoachingLeaders



**A**s I work with leaders to develop authentic leadership, there are certain topics that

repeat themselves no matter who or where the leader is. One of these areas is integration. I am discovering that a lot of power, energy and confidence are drained due to a lack of understanding or inability to see the importance of an integrated life.

To shed light on how I am referring to integration, I will first define it. According to [wordnet.princeton.edu/perl/webwn](http://wordnet.princeton.edu/perl/webwn) integration is consolidation: the act of combining into an integral whole. When it comes to a leader's life in order to be genuine one has to combine each aspect to create a healthy whole. If one part of the whole is not "working" or "missing", it is not complete. It is imperative to live authentically, one has to be the same person in each one of these "parts". These parts include: work, family, faith, health and community.

We must also clarify the difference between work/life balance, stress and integration. There is not a perfect recipe for living an integrated, balanced or stress free life. The truth is life has difficulties and does not always go as planned. This is where life/work balance comes into play. Balance is the practice of learning where to pull back and push forward at the right time. Life in general is stressful and even more so if you are a leader. The question is not whether you can

avoid stress but rather how will you maintain a sense of equilibrium in order to control it? This is where integration comes into perspective.

Integration comes from bringing together all aspects (or parts as mentioned above) of life. In order to create trust, a leader has to be the same person in each "part" of life. I recently was talking with a client who shared how disrespectful a senior doctor was to the interns, yet this same doctor was very kind to the patients. This is an example of poor integration. The best analogy to understand this is to imagine your life as a house. Each room in the house represents a different area of your life. If you were to knock down the walls in that house, would everyone recognize you as the same person? To lead a congruent life you have to bring together all of the elements and be the same person in each environment. This can be a challenge at times. Authentic leaders are constantly aware of the importance of staying grounded. An integrated life is a grounded life and the only way to stay grounded is to spend time with friends and family, get physical exercise, engage in spiritual practices, do community service and have a support group that will speak into your life when necessary.

The cost of living unauthentic is much higher than living authentically. When an individual is "hiding" things, inconsistent with behavior or unreliable they are being unauthentic. An authentic leader earns their authority by living a credible, dependable, faithful, trustworthy, consistent and reliable life that is well integrated.

At MSBCoach we are passionate about collaborating with leaders and organizations to develop integrated lives. If you would like more information, contact us at: [info@msbcoach.com](mailto:info@msbcoach.com).

## DEVELOPING LEADERS

*by Bart Icles*

In these challenging times, more and more organizations their costs while working their way through deficits. There believe the simplest and most painless way to manage through cutting the budget for employee training. However, organizations who are able to see the long term understand that organizational success relies largely on the development of human resources, especially on the competence of the organizational leaders.



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There are lots of materials that speak about leadership development. Oftentimes, organizations adhere too much on tips given by such materials that they fail to realize that there are approaches that do not fit their organizational leadership needs. The success of a leadership development programs depends on the fit between the needs of an organization and the approaches being applied to address the problems.

Organizations must understand that leadership development is not about merely reading journals and articles on the subject or participating in trainings and seminars that focus on leadership development. Leadership development and sustaining it is a continuous process. It must be customized to the needs of a specific organization for its benefits to be fully-optimized. Although there is no perfectly canned leadership development program, there are approaches that yield better chances of achieving success in leadership development.

Successful leadership development starts with planning. Organizations must be able to identify their present leadership status so it can better gauge given by its leaders and mere members. Organizations must be able to ask themselves and at the same answer the following questions: Do we have an all-inclusive for human resources development? What are the new concepts or ideas that our leaders can learn from leadership development programs? How much time, money, and effort are we willing to spend on developing leadership? Who are the people who are most in need of leadership training? What kind of education, training, and work experiences do they have? How many years have they spent on these? What are the personalities of the targeted participants? What best motivates them?

The next step would be putting the leadership development program into action. In this stage, organizations must ensure that the program they are trying to implement is able to help meet its needs. As a follow-up to the leadership development program, organizations must also give room for coaching or mentoring. Effective coaches and mentors can help decrease learning curves, enabling organizations to realize faster returns on their leadership development investments.

As leadership development is a process, it must be reiterated throughout the lifecycles of different members of the organizations. From entry to exit points, the organizational idea of what a successful leader is must be constantly indoctrinated. Also, leaders must not be left stagnant with ideas. In any organization, leaders often make good mentors and coaches.

#### *About the Author:*

CMOE has been helping companies with **strategic management** and team building since 1978. Through **strategic management** and other innovative business techniques CMOE has established themselves a leader in the business world. Visit [www.cmoec.com](http://www.cmoec.com) for more information.

## 50 Ideas on Using Twitter for Business

<http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>



We really can't deny the fact that businesses are testing out Twitter as part of their steps into the social media landscape. You can say it's a stupid application, that no business gets done there, but there are too many of us (including me) that can disagree and point out business value. I'm not going to address the naysayers much with



this. Instead, I'm going to offer 50 thoughts for people looking to use Twitter for business. And by "business," I mean anything from a solo act to a huge enterprise customer.

Your mileage may vary, and that's okay. Further, you might have some really great ideas to add. That's why we have lively conversations here at [chrisbrogan.com](http://chrisbrogan.com) in the comments section. Jump right in!

1. Words that relate to your space. (Listening always comes first.)
2. Add a picture. ( [Shel](#) reminds us of this.) We want to see you.
3. Talk to people about THEIR interests, too. I know this doesn't sell more widgets, but it shows us you're human.
4. Point out interesting things in your space, not just about you.
5. Share links to neat things in your community. ( [@wholefoods](#) does this well).
6. Don't get stuck in the apology loop. Be helpful instead. ( [@jetblue](#) gives travel tips.)
7. Be wary of always pimping your stuff. Your fans will love it. Others will tune out.
8. Promote your employees' outside-of-work stories. ( [@TheHomeDepot](#) does it well.)
9. Throw in a few humans, like [RichardAtDELL](#), [LionelAtDELL](#), etc.
10. Talk about non-business, too, like [@astrout](#) and [@jstorerj](#) from Mzinga.

## Ideas About WHAT to Tweet

11. Instead of answering the question, "What are you doing?", answer the question, "What has your attention?"
12. Have more than one twitterer at the company. People can quit. People take vacations. It's nice to have a variety.
13. When promoting a blog post, ask a question or explain what's coming next, instead of just dumping a link.
14. Ask questions. Twitter is GREAT for getting opinions.
15. Follow interesting people. If you find someone who tweets interesting things, see who she follows, and follow her.
16. Tweet about other people's stuff. Again, doesn't directly impact your business, but makes us feel like you're not "[that guy](#)."
17. When you DO talk about your stuff, make it useful. Give advice, blog posts, pictures, etc.
18. Share the human side of your company. If you're bothering to tweet, it means you believe social media has value for human connections. Point us to pictures and other human things.
19. Don't toot your own horn too much. (Man, I can't believe I'm saying this. I do it all the time. - Side note: I've gotta stop tooting my own horn).
20. Or, if you do, try to balance it out by promoting the heck out of others, too.

## Some Sanity For You

21. You don't have to read every tweet.
22. You don't have to reply to every @ tweet directed to you (try to reply to some, but don't feel guilty).
23. Use direct messages for 1-to-1 conversations if you feel there's no value to Twitter at large to hear the conversation ( got this from [@pistachio](#)).

24. Use services like [Twitter Search](#) to make sure you see if someone's talking about you. Try to participate where it makes sense.
25. 3rd party clients like [Tweetdeck](#) and [Twhirl](#) make it a lot easier to manage Twitter.
26. If you tweet all day while your coworkers are busy, you're going to hear about it.
27. If you're representing clients and billing hours, and tweeting all the time, you might hear about it.
28. Learn quickly to use the URL shortening tools like [TinyURL](#) and all the variants. It helps tidy up your tweets.
29. If someone says you're using twitter wrong, forget it. It's an opt out society. They can unfollow if they don't like how you use it.
30. Commenting on others' tweets, and retweeting what others have posted is a great way to build community.

### **The Negatives People Will Throw At You**

31. Twitter takes up time.
32. Twitter takes you away from other productive work.
33. Without a strategy, it's just typing.
34. There are other ways to do this.
35. As Frank hears often, Twitter doesn't replace customer service (Frank is [@comcastcares](#) and is a superhero for what he's started.)
36. Twitter is buggy and not enterprise-ready.
37. Twitter is just for technonerds.
38. Twitter's only a few million people. (only)
39. Twitter doesn't replace direct email marketing.
40. Twitter opens the company up to more criticism and griping.

### **Upcoming Events:**



*Turning Potential Into Success!*

### **EELP - Emerging Executive Leaders Program**

*EELP for Today's Leaders*  
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- ✓ You will see real-time differences immediately
- ✓ Gain an integrated perspective
- ✓ Be more successful in practical affairs
- ✓ Our approach is outcome oriented
- ✓ We do not give you the answers but the tools to explore all the possible answers
- ✓ You will learn to engage in critical thinking

*A*re you looking for ways to enhance your business success, make impactful leadership decisions, creative and strategic problem solving? Would you benefit from a support team of experienced business owners, executives and like-minded peers? Are you a current or emerging executive leader? Have you looked at MBAE programs but not sure what is the right fit for you?

If you answered yes to two or more of the above questions our Emerging Executive Leader Program (EELP) may be exactly what you are looking for. Through EELP, you will see immediate return on investment. You will improve leadership skills as you collaborate with current, real-life, successful entrepreneurs and executives. The EELP program provides a flexible learning environment for information exchange in an executive friendly format. All topics are real-time applicable to issues leaders face on a daily basis.

*Our Mission is to empower emerging executive leaders to be authentic in self-leadership and lead high performance teams and organizations.*

### **Why Choose EELP**

- EELP can be done on sight with your emerging leaders or your emerging can participate in our nationwide EELP
- lower pricing
- real-world experience of instructors vs the traditional educational/theory experience
- smaller classes
- one on one time with instructors
- peer group coaching
- individual coaching
- real-time experiences and papers to express practical application of what is being learned
- class flexibility

### **Faculty**

Our Faculty is one of the many attributes that sets EELP apart. You will learn from real word, experienced business owners and executives. Our faculty is highly engaging and inspiring. They are passionate about investing in other leaders to empower their lives and careers.



### EELP Faculty & Presenters Include:

- Hans Philips - Oncologist, Founder of Being University, Co-founder of Accomplishment Coaching
- David Emerald - Author "The Power of TED\* (\*The Empowerment Dynamic)" & Co-Founder of Bainbridge Leadership Center
- Pete Ronayne - Dean of the Faculty at the Federal Executive Institute
- Michelle Braden - President MSBCoach, Founder of EELP
- Yvonne Black - Ordained Minister, Ontario Police Chaplain
- Peter Bartlett - Sapience, Retired HP High Performance Teams Executive
- Dave Norris - Mayor of Charlottesville, VA, Executive Director of PACEM
- Michelle Prosser - President of Energy Focus Coaching and Consulting
- Maureen Blackwell - President of Maureen Blackwell and Associates
- Dr. Mels Carbonell - Founder and president of Uniquely You
- Pete Hartwig - Senior Pastor CFA
- More details to come...

### The Program

Our EELP will empower you to become exceptional as you lead from authentic leadership. Authentic leadership begins with self-discovery. This is where a leader explores what drives them. Out of self-awareness, true leaders emerge. Seventy-five percent of Stanford Graduate School of Business Advisory Council recommended self-awareness as the most important capability for a leader to develop. This is the very reason the first half of EELP is dedicated to Self-Leadership.

#### Program Overview:

- 9 months in length
- 2 retreats
- 1 group coaching/training a month
- 1 individual coaching session a month
- Real time program for current emerging leaders
- Personal & Organizational Leadership challenge - breakthrough paper & presentation
- What am I learning and applying? - paper each month
- Begins Sept. 21, 2009
- Retreat #1 - Oct. 16 - 18, 2009
- Retreat #2 - March 19 - 21, 2010
- Ends June 15, 2010

## Phase I

- Authentic Self Leadership
  - self-awareness
  - self-leadership
  - values
  - morals
  - ethics
  - goals
  - strengths
  - balance processing
  - work/life balance
  - your stand
  - personality Profile
  - emotional intelligence
  - 360 feedback
  - whole leadership
    - body
    - soul
    - spirit
  - going from top individual producer to key leader

A leader is not a leader if no one is following and it takes more to be a leader than a title. We all know this, yet 70% of leaders fail due to an inability to connect with and lead their team. The second half of EELP is dedicated team and organizational leadership:

## Phase II

- Authentic Team/Organizational Leadership
  - how my self-leadership affects my team leadership
  - leadership communication
  - delegation
  - conflict resolution
  - meetings with purpose
  - motivating your team
  - synergy - power in numbers
  - no favorites
  - neurolinguistics
  - hiring smart
  - networking
  - empowering others

- leading leaders
- high performance teams
- project management
- strategic thinking in action
- decision analysis
- talent retention
- 4 energies of leadership
- managing up
- 360 feedback
- multi-generational leadership
- community leadership
- leadership challenge - breakthrough paper and presentation

### **The Retreats:**

In order to develop sustainable relationships and a time for self-discovery the EELP has two retreats. They are both held in beautiful Charlottesville, VA.

**About Charlottesville** - <http://www.charlottesville.org/Index.aspx?page=157>



With a captivating blend of colorful history, distinctive architecture, Southern hospitality and small city sophistication, the Charlottesville area attracts millions of visitors each year. This is a very special place, home to Thomas Jefferson and his legacies--a great university and his home, Monticello. Both are architectural treasures included on the [World Heritage List](#) with the Great Pyramids and Taj Mahal. You will also find the homes of James Monroe, our fifth president, who held more public offices than any other President, and James Madison, fourth president and author of the Constitution. The [Convention & Visitors Bureau](#) sells the [Presidents' Pass](#), a combination discounted ticket for touring Monticello, Ash Lawn-Highland, and Michie Tavern, ca. 1784 Museum.

Charlottesville has a diverse collection of [quality lodging options](#) from Bed & Breakfasts to 4-diamond [hotels](#). Dining out in Charlottesville is an experience you won't want to miss. You'll find everything from your taste buds desire. The Downtown district alone has more than 50 locally owned [restaurants](#).

Nestled in the foothills of the legendary Blue Ridge Mountains, the area year 'round natural beauty and a variety of accommodations, events, and activities that make it an ideal destination for visitors of all is also quickly becoming a choice shopping and entertainment the restored Paramount Theater, the newly built Charlottesville and The John Paul Jones arena, and festivals that attract visitors from world.



is also known for attractions, ages. The area destination with Amphitheater around the

### Tuition, Acceptance & Deadlines

Tuition is \$10,000 for the entire nine month nationwide EELP. This price does not include travel expenses or books.

Acceptance into program:

- Nominated by organization, academic institution or you are a business owner
- Complete application process
- EL staff will carefully choose 10 to enter the program
- Only one EL (emerging leader) from an organization is accepted at a time

Deadline: Sept. 5, 2009 for the Sept. 21 start date

### Leadership Funny!

