



InitiativeOne
INSTITUTE OF BUSINESS LEADERSHIP

Leadership Development
Executive Coaching
Strategic Planning
Leadership Keynote Speaking
Executive Retreats

Accelerating and Sustaining Positive Change

In the midst of an uncertain business climate, efforts to improve leadership effectiveness are more appealing than ever. Many leadership development initiatives are well-intentioned efforts to identify and improve specific leadership competencies. Efforts that provide improvement in skills and knowledge are beneficial, but leaders often walk away with a sense that something is missing. They wonder why they are unable to implement and sustain the critical changes that are necessary to cultivate an impeccable leadership culture. The result is a growing sense of frustration rather than a deep cultural change.



Initiative-One provides a process that exposes the underlying hindrances to sustained positive change. The success of these processes stretches across diverse business sectors and into the personal and family lives of participants. Participants identify several ingredients that contribute to the



InitiativeOne transforms leaders and their organizations, helping them foster high impact work cultures defined by authenticity, transparency, safe environments and deep respect.

sustained value of the InitiativeOne process.

First, at InitiativeOne, we acknowledge that the foundation of leadership is being, not doing. When leadership development efforts focus only on skills and competencies, an essential component is overlooked. Our process is designed to reveal the distorted self-validation systems that undermine positive accountability. Often, these motivators are buried under the surface. But, they support many of the unhealthy thoughts and behaviors that sabotage personal effectiveness. By examining and increasing self-awareness, leaders are equipped to deal with their own sabotage methods and respond at a conscious level. This is essential for real change.

Second, leadership formation is a process not an event. Motivational moments are exciting and inspiring, but the benefit of a quick fix list of leadership skills is short-lived. By

design, the InitiativeOne process stretches across several weeks. Changing attitudes is a process. Discarding self-restricting beliefs is a process. Creating a healthy culture is a process. Our process is implemented in your workplace, so the information is not only understood, but also applied in everyday situations within your organization. The process time allows for reflection on real time issues and interactive case studies drawn from experience. Deep organizational change does not result from strategic initiatives, but from a consistent commitment to, and modeling of new and desired behaviors from the key influential leaders.

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Finally, we understand that real change is difficult, yet required for leadership excellence. The very best leaders are committed to a life long process of personal development. At InitiativeOne, our process confronts the reality of change openly. We do not pretend to provide an atmosphere where change is easy. Rather, we acknowledge the barriers to commitment and positive change and provide tangible methods of support and reinforcement for new behaviors. Real change requires accountability. Developing a culture of positive accountability requires much more than typical processes involving measurement, review, and punitive consequences. Leaders must learn to confront the emotional and

environmental barriers that prevent a culture of positive accountability from developing.

In summary, InitiativeOne delivers a process that accelerates and sustains positive change in your leadership culture. The process promotes effective leadership that responds both consciously and deliberately while modeling a culture of positive accountability. Leaders break free from the status quo by overcoming patterns of behavior that sabotage leadership effectiveness.



**Bringing out your best and the best in others.
It's your InitiativeOne**

*InitiativeOne is a high level strategic counseling and leadership development resource that has been in business since 1999. Founded by **Dr. Fred Johnson**, the firm improves the performance and effectiveness of leaders and organizations by helping them break through the barriers that hold them back. Our clients range in size from small family-owned organizations to Fortune 500 companies.*

