

September 2005: Drake Webinar Series - Volume 12**GREAT LEADERS GROW PROFITS**

Great leadership is a vital part of success in the competitive business environment but it is not a phenomenon that develops on its own. It must be deliberately cultivated.

When it comes to success, it is the specific leadership behaviours and skills of CEOs and senior management that distinguishes organizations across different industries and lines of business. Although most of us use the terms "manager" and "leader" interchangeably, the two functions are quite different. Managerial skills are certainly important and necessary, but alone they aren't sufficient to recruit, retain, and inspire the best and brightest top performers. Exemplary leadership at all levels of an organization defines the difference.

Of course it is vital that a CEO have expert leadership skills, but it is also essential that every manager throughout an organization also show strong leadership behaviours throughout each division, unit, and team.

A new White Paper from Drake International helps clear up the confusion surrounding this hot business topic, and shows the significant return on investment that proven leadership development ensures. This publication covers everything from leading peers, teams and bosses; to the skills and behaviours demonstrated by exemplary leaders and the benefits of technological assessment tools in developing stronger leaders and stronger teams.

A leader's power does not lie in the authority of their role; power is granted to them by those that believe in them. The quality of a leader's relationships reflects on that leader's ability to fulfill the needs of their employees. When these needs are met, a leader's relationship with their workers improves. The quality of relationships determines an organization's success. Generally, employees do not leave organizations—they leave their managers. This has little to do with money or new career opportunities. They leave because of the poor quality of the relationship they have with management.

Social scientists have explored the underlying skills that create exemplary leaders. When trying to uncover why bright, highly educated, industry-savvy executives can be ineffective leaders, they discovered that emotional intelligence (EQ) was a factor that was often linked to being an exceptional leader.

Most of us, when we think of intelligence, are referring to "braininess", or "cognitive intelligence" (IQ). IQ tests measure our ability to think analytically, retain large amounts of information and compute mathematically. Cognitive intelligence is also necessary for managerial functions of planning, monitoring, implementing processes, policies and procedures. It is invaluable for strategizing, setting goals, defining objectives, and monitoring outcomes.

EQ on the other hand, is comprised of the social, emotional, personal, political, and survival skills that are essential in successfully dealing with day-to-day challenges and obstacles in our everyday lives.

If your organization doesn't define and assess the leadership skills required by the CEO and senior management or identify and groom future and potential leaders from within, you can take immediate action by reading Drake's new White Paper, "Great Leaders Grow Profits" and discover for yourself the proven benefits of leadership development.

Find out more on how **Drake's HR Consulting Services & Team Building Tools** can help develop leaders focused on results, not just activities attend a complimentary one hour webinar, Wednesday September 28th, 2005, from 12:00-1:00 p.m., EST.