



LIGHTHOUSE LEADERSHIP

*ELEGANT COURAGE*TM

YOUR LEADERSHIP GUIDE TO ELEGANT COURAGE

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Your Leadership Guide To Elegant Courage™

- How Leadership Works Best
- How Personal Change Begins with You
- How To Transform Your Business
- Importance of Leading in Transforming Your Business
- Review : Elegant Courage™ is your best friend
From the Authors



How We Discovered Elegant Courage™

First off, we have worked together for nearly 30 years, in two different organizations, at times of extreme difficulty. We were the CEO and EVP for Retail Lending. We have turned a company around—a company which was draining red ink, unhappy employees who were not on the same page. Board members were wondering--what was next? How could we turn the organization into a prosperous and fun place to work for employees and customers?

Leadership is about inspiring people... for the novice and the savvy veteran, leadership calls people to do the right thing. Elegant Courage™ is the result of our journey which clarified precisely what values we stand for. For us it was honesty, integrity, respect and courage. So, elegant courage is the clarity and consistency to stand up ...in both good and tough times...for your values.

Lighthouse Leadership, LLC is the brain child of Jodi Wiff and Mike Krutza. The creation of Lighthouse Leadership was a natural transition from what we were doing. We approached leadership and business transformation with the same methods, techniques, and practices which created a company with great profits, where the employees described it as a great place to work.

How do you discover precisely what you stand for?

- We begin with you

Whether CEO, manager, line worker, sales person, or non-exempt employee, we begin with what is bugging you. What would you like different? What is causing you pain? We believe most people are willing to adjust a bit, and we find that complete makeovers are rare. Therefore, we respect who you are and where you are at ...and our purpose is to help you clarify what is missing for you.

- The organization follows

We begin with a set of beliefs that organizations can adjust and modernize. We work through a framework of principles which



produce great results in our business. Our work has produced great results with our current clients.

Will changed leadership work for you? Perhaps. If you haven't tried it, you should. It may be just what you or your organization needs to get to the next level.

Suggestions:

1. Think about the outcome you want to achieve. Before we dive into detail and steps, we spend time to gain clarity on what is going on in your world. Talk about what is bugging and frustrating you.
2. You may choose seminars, books, CDs, staff meetings and classes. These are almost always one-way communication. You listen. Your needs are the group needs. Results usually aren't measured. Generally, these resources help you learn concepts, new ideas.
3. Focus on results. Leadership coaching focuses on the results you want. The fun and energy begins. This isn't "suit talk".

Coaching is different because "it's personal to you", "you get energy" because communication is dialog, and "focused on your results."

Here's an example: You want to lose weight and build rock hard abs. You watch the infomercial on TV, buy the fitness item, the wonder item arrives in the mail—it is used a few times and then gathers dust...and no results.

On the other hand: Dr. Matt and Dr. Jane say... "Lose weight or die"...ok, they are nicer than that...but the pain is huge...results are needed soon...it is time to go to the gym and work with a personal trainer.

It is the same... Leadership coaching is for you or your organization.

4. Our clients love working with us to get the results quickly. We focus on having fun, creating energy and focus on



results. Our belief is that adjustments can occur with clarity. We value and respect you...it's all about you...we avoid judging while remaining honest and respectful. The more pain, the greater sense of urgency to begin. And the quicker pain is reduced, the quicker you'll see the results you are looking for.

It's your time!

How to adjust your leadership

Before we begin, let's share common definitions and closely connected activities we include.

You: Everything begins with you...your level of adjustment depends on clarifying your personal values and sorting connects or disconnects with your organization. Every living organism evolves...some are always adjusting and others decline into irrelevance. The degree you chose to adjust and evolve will likely depend on the current level of discomfort or pain you are currently experiencing.

Your evolution + organizational culture evolution= business evolution.

Organizational culture: Organizational culture is the human side of the business. Think of business economics as achieving profit, sales, and efficiency goals. Culture is the human side, the ecological aspect. Weak organizational cultures have caused the collapse of many organizations. Getting results without focus and absolute commitment to honesty, integrity, and personal accountability is a primary cause of organizational problems. Organizations need a balance of economic results in a way which inspires employees and develops trust. Culture is the key to innovation, creativity and loyalty.

Business evolution: Business transformation is an evolving organization chooses to adjust along the way. Organizations can



and must evolve. World history is rich with civilizations, countries and organizations which are extinct.

Nearly every organization thinks they are evolving, but often the organization gets stuck. Staying stuck is the general cause of death. It has been said, that “more organizations die from suicide than murder.”

The 4th Turning is a principle playing out for hundreds of years. The belief is most organizations or countries cycle through 4 different seasons.

Spring—the time of the founder. Energy is high, risk is high and commitment is unparalleled. The purpose of the organization is clear.

Summer—the time of awakening. New growth.

Fall—a time of unraveling. Results drop. Connection with the founding purpose is weaker, and the organization starts to unravel or implode.

Winter—the crisis period.

This was the time of the United States Revolutionary War, or Civil War, and what seems to be the economic crisis the world faces. This appears to be where the United States economy is at today.

Initial assessment begins with identifying what state of evolution you or the organization is in. Perhaps its crisis, or a time of unraveling, or great growth, or a new beginning and you are in the period of founding a new vision and direction.

Our Coaching principles begin with the following:

You

- Honest dialog
- Define the level of pain and cost if ignored
- Clear focus...where are you at now, what is next for your personal growth
- Adjusting...create a list of choices and options to adjust

Organization

- Culture...what defines the personality of the organization
- Engagement with employees...level of personal



- accountability
- Business results intended...profit, sales, growth, culture change
- Coaching is a safe guiding experience, focused on you, and is non-judgmental

Our coaching frames the total experience as discovery, clarity, focus, adjustments and results.

Sort out the noise

Sometimes it feels like a din of noise, like people shouting. Regardless of the season disconnects are common among employees. Focus is unclear. Leadership feels like "silos". A sense of purpose is lost and customers may be worried. Trust may be weak. Thrown into this mix is the uncertainty caused by U.S. and global changes in the economy.

The first task is to sort out the noise. You will learn how to sort out the noise in unique ways which provide clarity and choices.

- ✓ Discover the level of honest dialog, beginning with what you believe is happening.
- ✓ Uncover how people feel. What do employees feel is missing and what is their focus?
- ✓ Discover generational makeup in the organization and identify generational conflicts.
- ✓ Concentrate on the top three business results for you and the organization to focus on.
- ✓ Understand critical measurements.
- ✓ Assess the level of trust. Without honest dialog, distrust blocks movement.
- ✓ Explore the adjustments made in the last three years. What has been the effect?
- ✓ Learn the five signs your team has more noise than focus. Follow the pain.

Paint the Picture

Sorting the noise will paint a picture of where you and the organization are today. Perhaps you are a continuum between idealist hope and absolute despair. We help you search for the best outcome. Begin by describing a picture of you, your team or your organization if everything were perfect. You will explore how this is



an energizing and “freedom exercise” of your possibilities. Imagine joy, prosperity, energy and happiness.

Let us encourage you. Knowing where you are is no guarantee, nor handcuffs to stop you from getting to where you want to be.

There is hope with a measure of *Elegant Courage*™. *Elegant Courage*™ is clarity of what you stand for...knowing your core values and the courage to act in the moment to live your core values.

“During a coaching session, a business leader confessed to me. I was hurting bad enough, I felt like I was bleeding. So I stopped and listened. I sensed the fear in people’s hearts. After working with this company, I know now that the practical, non-judgmental approach we have developed can work.” --Jodi Wiff, Partner Lighthouse Leadership

You will learn *how to paint a picture* which serves you and the organization well.

- ✓ Deeply explore why the organization exists
- ✓ Personally define what gives you energy and joy. What is your purpose?
- ✓ Create the story you dream possible for the company and you
- ✓ Lock in on your core values which, if violated, cause you pain
- ✓ Learn lessons from Franklin, Washington and our volunteer men and women who “protect our freedom”
- ✓ Discover the powerful purpose of the Rule of 3 and how to inspire others
- ✓ Develop three measurable business objectives to focus on the next six months
- ✓ Develop three measureable culture expectations to focus on the next six months

Make it Happen

Up to this point, we help clarify where you and the organization is



at. The picture where you want to be is clear. You will find energy and excitement as you personally discover your own voice, your own *Elegant Courage*™. You will feel new confidence as honesty and truth unfolds.

The choice is your decision to adjust and act. Are you prepared to exchange current certainty for uncertainty? Adjusting means some level of uncertainty. You will learn how to move through self doubts, confusion, and focus. You know the current certainty creates some level of pain and cost for you and the organization. Is the pain enough to adjust? You won't know how others will react. And that is their choice, whether it's your boss, your board, your colleagues or your team.

Adjusting the organization's culture is an evolution. It's not a specific skill, but learning to work and engage differently. Coaching is metaphorically like your personal trainer. How well you improve depends how committed you are to get what you want...will you stay focused, will you practice...do you have the courage to try?

Each plan of action is situational and is created with care to protect what you want to protect, while at the same time adjusting and getting what you want...or need. Check out our website video "Run with the Dogs". You will learn a perspective how to decide and move forward. <http://www.lighthouse-leadership.com/lighthousecontent>

Importance of Leading with *Elegant Courage*™

Unless businesses evolve and adjust to changing conditions, they will inevitably follow other failed organizations in history...the choice is to adjust and evolve—or die. The movement through the four seasons is absolutely predictable.

No matter how well the organization has done, the savvy leader understands you either adjust or whither. The question is how much pain and cost is healthy for you, the employees and customers?

Whether a newbie or a savvy veteran, you'll need perfect clarity of your core values so that you are comfortable, confident and clear as you choose how you evolve. You'll find a new confidence of purpose.



What “If” you could change?

Realistically, how would you feel if you or your organization adjusted or “transformed”? How would you feel if honest dialog was healthy, excited employees jumped in to help provide new solutions, and work was fun and prosperous?

What would it mean if within 30-90 days you would see even 10% movement? Our clients love how easy, safe and energizing our coaching feels. And they love how quick they see results. How would you feel if you saw 20%-50% or even 80% movement in the next six months?

How would that change your business?

How would you feel if you were able to make such an incredible difference in yourself, others or the organization?

Discover the secrets of coaching with Elegant Courage.™

You may have been thinking about what coaching can do for you to transform and adjust your organization.

Imagine your organization with greater business results and profits, and employees excited to be a part of the organization. Imagine the joy they will get.

Imagine increased employee loyalty. Coaching business transformation will help create an environment and organization which attracts employees and customers. Imagine giving employees and customers “new reasons to become loyal.”

Imagine the fun and security you will feel. Imagine how you might explore other areas of your life which are out of balance and you’d like to spend more time with family, friends and doing things you’d love to do.



From Jodi and Mike

We want to say, that adjusting leadership begins with the individual and is truly an art...a combination of honest dialog, assessing facts...forget the suit talk. Most important...coaching through your leadership is a human experience...with the gaps and blind spots...and with all the joy and excitement one has ever experienced.

We believe *Elegant Courage*™ provides the perfect framework for individuals ready to grow and be happy.

Don't be afraid to begin personal and business transformation. Like a personal trainer:

- Honest dialog becomes easier with practice
- The more dialog, the greater clarity — of the gaps, soft spots and blind spots
- The greater clarity can explode your picture of purpose with employees quaking in their boots. And energy and excitement will help to transform the organization. "No one wants to stand around a loser's locker room."
- If you are like us...and want to make a difference, contribute and grow, then Business Transformation will give you energy and results.

What does Lighthouse Leadership do?

- **Organizational culture assessment** - personalized for your company/group
- **Succession/leadership planning** - journey to ensure company thrives and executive leadership is successful in transition
- **Strategic planning** - we mediate the power position and reach inside individuals to powerfully engage all members in planning
- **Executive coaching** -develop a game plan and leadership skills to achieve your dreams
- **Team engagement/organizational coaching** - develop honest engaging dialogue between departments and leadership teams



How does Lighthouse Leadership help you?

- We listen
- We immerse ourselves in who you are
- We offer options, adjustments, feedback
- We keep you focused on your intended outcome
- We help guide your path
- We care that you succeed

Why does leadership coaching matter?

- It rejuvenates you
- It inspires you to go to the next level
- It develops confidence
- It provides a sounding board and a practice area
- It builds ***Elegant Courage***™

Coaching options?

- Face to face coaching sessions
- Online individual coaching
- Online group coaching
- Group facilitation
- Strategic planning sessions
- Custom designed programs; succession, culture assessment

Check out online coaching...easy, effective, and targeted for you.

[Online coaching \(CTRL + click\)](#)

If you want to get advanced information on leadership coaching and evolving your business, we suggest our *online* or *onsite* coaching program. Check the following links.

http://www.ezinearticles.com/?expert=Jodi_Wiff
http://www.ezinearticles.com/?expert=Mike_Krutza

