

THE METHODS OF MASTERS: BECOMING GREAT AT LEADERSHIP

"If you think education is expensive, try costing ignorance."
Andy McIntyre

Does This Sound Familiar?

You listen, but you can't remember; we read but don't recall; we know but can't apply. There are many examples of the unskilled "expert"—the marketing professor who can't run a campaign, the teacher who can't teach, the CEO who can't lead, and of course, the financial planner who cannot manage money. The list is endless. . . What they all have in common is knowledge without expertise—**they could not convert theory into skill.**



The presentation presents a *powerful skill building model* and *key component skills* underlying great leadership. For leaders to lead, for leadership skills to run well, one must first understand this skill building model; and then apply this methodology in the real world.

This Speech Covers

- How people learn: 3 behavioral theories and 2 cognitive ones.
- Why so much precious time and money is lost
- Two critical major elements necessary for more effective practice.
- The major component skills of transformational leadership
- How to determine the usefulness of theory
- How to know if one is getting close to perfection.



Common approaches to leadership skill building in corporate training often fail to produce results. Typically, there is lots of theory with little practice. One must compensate for this—this can be done.

"Practice makes perfect."-- American saying

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