

DRAFT
PRESS RELEASE

“LEADERSHIP EXCELLENCE” Workshop at Hilton, Jeddah

In meetings with executive teams, we frequently ask the question, “Who wants to become a leader?” Hands quickly shoot up all over the room. After all most people want to become leaders. However, answer to that seemingly simple question is more complex than many imagine. Leadership certainly is the “stuff” that facilitates positive results. Nevertheless, if we truly understand the tremendous demands placed on our leaders, we might have second thoughts about our willingness to lead. Although the rewards of leadership seem mighty, we should consider the personal cost borne by the leader in exchange for the privilege to lead. These costs can be fearsome, yet the rewards can be great. ***Most useful things in the world get accomplished because of good leaders in all walks of life.***

This leadership versus management debate has gone on long enough; organizations need both. As John P. Kotter says:

- “Strong management without leadership becomes static and bureaucratic.
- Leadership without management is volatile and can become perverted by egomania”

The Centre for Strategic Management advocates three key criteria for successful leadership development:

- # 1. It must be tied to your Strategic Plan, future needs, and core values
- # 2. It must be focused on competencies and character, not surface, piecemeal training that is mostly knowledge-focused (vs. skills, attitudes, and competencies)
- # 3. It must be enterprise-wide, holistic, top down, and include in-depth immersion experiences at its core.

To become a leader, you should focus on two goals to increase your leadership skills in a more systematic and effective way:

- Goal # 1: Develop an in-depth understanding of, and immersion in, leadership
- Goal # 2: Apply that understanding to lifelong learning and specific leadership skill development

The Centre for Strategic Management's approach to the development of leaders uses the six competencies below as the natural way we live and work.

I. Basic Leadership Competency Levels

- Level # 1. Enhancing Self-Mastery
- Level # 2. Building Inter-personal Relationships
- Level # 3. Facilitating Empowered Teams

II. Advanced Leadership Competency Levels

- Level # 4. Collaborating Across Functions
- Level # 5. Integrating Organizational Outcomes
- Level # 6. Creating Strategic Alliances/Positioning

Under each of these six levels, there are five skills our research showed were the primary leadership skills for each level. These skills are assessed, evaluated and developed during the Centre's Leadership Development Training Programs, one of which is being held in Jeddah on 4th -5th April, 2006 at Hilton, Jeddah. The program will be conducted by the Centre's President & Founder, Stephen G. Haines and Chander Mohan, the Centre's Dubai-based Regional Managing Partner for Middle East, in partnership with the Gabel Consultants, the Centre's Global Partner in Kingdom of Saudi Arabia. The program is sponsored by Arab News, Saudi Arabian Airlines and Abdul Latif Jameel Co. Ltd. Gabel Consultants can be contacted for registration or more information by phone (+9662 669 3604, 050-565 9289), fax (+9662 669 2196) or by email (info@gableconsultants.com).