



L.E.A.D Audit

Learn . Excel . Achieve. Drive .

Support

First, we would love to have your suggestions and any additional questions you might have regarding the L.E.A.D. Audit. We appreciate your support and always want to know how we can serve you better? Please send your comments or questions to info@Business-Achieve.com

Quotes on Leadership

Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence. It is a process by which a person engages and influences others to accomplish more than they can on their own. Leadership is that mysterious, enigmatic ability that enables one to turn a vision into a reality by engaging and influencing other people. In a competitive business environment, effective leadership is an essential requirement to achieve organizational goals. A leader is one who knows the way, goes the way, and shows the way. John Maxwell. If your actions inspire others to dream more, learn more, do more and become more, you are a leader. John Quincy Adams

The L.E.A.D Audit is for business coaches and consultants only. It will not be sold retail! It is only to help Business Coaches and Business Consultants to get better, faster results with their clients.

While your particular practice may differ from our definition of the roles of a business coach or business consultant, hopefully you will see how each of the roles might use the survey differently:

Business Coach	Business Consultant
Generally, works on a one-to-one basis	Usually works with more than one person, often in a team, group, board, or department
Supports the client to achieve his or her own result or outcome	Structures projects for specific deliverables, solutions or results
Enables the client to solve problems or change things for the better	Usually problem-focused, i.e., identifies and tries to correct problems or weaknesses
Brings relationship expertise to support the client's solutions	Brings technical expertise to advise on solutions
Focuses on individual and interpersonal dynamics which supports behavior change	Gathers data and reports on what needs to be done
Promotes self-discovery	Provides information, possibly trains the trainer
Requires client's commitment to solutions	Many times requires limited commitment
Brings self-direction	Brings business direction

Analogy of a coach and a consultant:

- A business coach will help you understand how and why you ride a bicycle, help you to determine what's holding you back from riding properly, and jog along next to you as YOU ride.
- A business consultant will explain why one bike is superior to another, teach you how to ride the bike, and if necessary, ride the bike for you.

Of course, each business coach or consultant will also offer their own unique blend of services. Some may be both a coach and a consultant. It will generally be the client who indicates what service they want and select their resource. The reason for the descriptions above is that the L.E.A.D. Audit is a tool that offers both the business coach and business consultant the ability to take their clients down *their* path better, faster and with greater confidence that results will follow.

Some things to understand about your L.E.A.D. Audit:

1. *Leadership styles and traits can be learned!* Most agree or there would not be 180,000+ books on leadership and thousands of leadership coaches and consultants.
2. The LEAD Audit survey consists of your client(s) assessing themselves on 40 areas of business best practices where successful leaders excel! It allows their coaches and consultants to identify and focus their clients on their specific leadership styles and traits to gain the best results and realize the greatest improvement to drive their company.
3. The difference between leadership styles and traits is subtle, but important. Leadership style refers to the methods used to manage a group of individuals. In addition, leadership style refers to the methods and theories used to solve problems and make decisions. In contrast, leadership traits describe the characteristics and personality traits that are common among leaders or those in a position of authority. Typically, leadership traits encompass physical, emotional, social and intellectual characteristics.
4. Research has shown that the characteristics of an entrepreneur can be very different than that of a leader or a manager. This is confirmed by many of the top business writers. (Gino Wickman author of *Traction*, Michael Gerber author of *E-Myth* and many others.
5. A leader's skills and knowledge can be enhanced and influenced more quickly by his or her coach or consultant. Most people have taken multiple assessments; however, they do very little with the results other than acknowledge the issues and file them. A coach or consultant is being paid to hold the client to accountability and bring results. There is a trust in that relationship which lends that accountability.
6. It correlates some 40 business best practices with six leadership Factors – styles that we lead from and 21 characteristics – traits of leadership in business so you can concentrate on those elements that will allow your client's businesses to achieve greater success.
7. It assists clients to clearly see the gaps and opportunities in their primary leadership styles (Factors). **Leadership Factors** are expressed through people's primary leadership styles. There are six leadership Factors. Leaders will dominate in one factor and will default lead from a secondary factor. It concentrates on improving these styles where you will see the most reward. These styles can result in behaviors, attitudes or methods of delivery that can be effective for one staff member and in fact, be counterproductive for another. It helps your client realize how to excel in them and to find or enhance their leadership team to hone and enhance their styles.

8. It assists clients to clearly see the gaps and opportunities in their leadership traits (Characteristics). There are **21 Leadership Characteristics** or traits that enhance the leadership of an organization. These can result in behaviors, attitudes or methods of delivery that can be effective for one staff member and in fact, be counterproductive for another.
9. It allows you to make sure your clients focus on their top 5-8 leadership traits verses the bottom ones. This has been proven by StrengthFinders (over 60M times) they have verified that honing those top five – eight strengths or talents rather than working on those areas where they do not have strengths will allow an individual to operate more efficiently and effectively. The bottom traits are good to know as they are traits that can be discovered and nurtured in their team and to be aware of to understand how they might have been sabotaging their reputation.
10. It uncovers the best practice deficiencies that may be preventing clients from succeeding. Watch for questions where their answers are incongruent. Dig deeper to understand their answers as you might find scared cows or deep seated fears and opinions that must be addressed.
11. Shows a measurable return to your clients for *your work*. Your clients will be able to take the L.E.A.D. Audit survey every six months to see their progress. Until now, specific results for business coaching has been difficult to show.
12. It allows you to direct improvement of your client's behaviors, attitudes and leadership methods. Finally, you have a tool which allows your clients a way to see their Leadership Development gains. Clients are able to take the LEAD Audit every six months so they see areas where they have made progress and know areas where they must still go another level.
13. You will also receive, for each of your clients two Factors general best practice question statements or suggestions (possible causes and issues) to improve their business and leadership specific to improving their results and help you to help your clients.
14. It identifies attributes of future potential leaders for or in their company to go beyond their gut feel. How many times do you know of people who have been promoted beyond their leadership abilities? Of course, this prevents growth and progress. It is called the *Peter Principle*. With LEAD Audit, you can identify the leadership potential of an individual for your position even before they come to your company.
15. Leaders must be able to provide inspiration, motivation and clear direction to their team. Attitudes and behaviors can positively or negatively affect people's behavior. The LEAD Audit survey allows the business coach/consultant to work with their clients to address the behaviors and attitudes that may have been sabotaging the organization or an individual from succeeding.
16. You do not have to be a psychologist to help examine their attitudes and behaviors. Simply ask how they feel when addressing the best practice areas with a peer or employee. Realization of an issue is the first step to solving it.
17. The L.E.A.D. Audit survey should be used as a tool to identify styles and traits **for managers and above**. Because the questions to determine their leadership styles and traits are business best practices, experience in those practices is required to be able to answer the questions. (Our hope in the future is to develop a survey for managers and below.
18. It is easy to see that the L.E.A.D. Audit investment can easily be built into the project. There are four tiers of your usage of the L.E.A.D. Audit.
19. The four tiers of your usage of the L.E.A.D. Audit: Each tier is subscription based invoiced on a monthly basis. Each business coach or consultant will receive a code for their clients to use

in the client section on the Business-Achieve website. You will be asked to sign up for your monthly subscription and pay through PAYPAL in order to receive your codes for your clients to take the assessments. Each level of your investment receives a greater level of surveys:

- a. For less than 35 surveys price is \$40/survey
 - b. \$45/month = 35 surveys for the year
 - c. \$90/month = 80 surveys for the year
 - d. \$135/month = 145 surveys for the year
 - e. \$200/month = 300 surveys for the year
 - f. call for quote
20. Once registered and activated, the system allows the coach to invite their clients to take surveys. *Note: a client may not re-take a survey until 6 months has elapsed since the last time they took the survey.* The system keeps track of how many surveys have been *completed* by a coach's clients. I.E., If you are enrolled in the \$45/month subscription and as you use your yearly allotted surveys of 35, your next survey usage will automatically subscribe to the next level and will be invoiced at the next subscription level. Survey invitations that have not resulted in a survey being completed are not counted toward the coach's annual total.
21. At the end of each month, the system charges the coach their subscription fee. The subscription fee is based the cumulative number of surveys that have been taken by the clients of the coach.
22. For any coach that signs up on the 29th, 30th or 31st of the month, their renewal date will be the 28th, to avoid the issue of months with less than 31 days.
23. At *no additional* cost to your monthly subscription fee, you will receive regular blogs, and business tips on leadership. Feel free to send these to your clients if you would like to add additional value to your services.
24. We will also have webinars and seminars that you will be invited to attend. Some might have a fee if we bring in outside speakers. These will be opted in options.
25. We will be collecting some client demographic information to provide you in the future with how your client compared with others of their age, gender, industry, functional job and title.