



Lioness Leadership™

Becoming the Leader You Were Born to Be!

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possible!



LionSpeak • PO Box 423 • Aguanga, CA 92536

Ph: 800-595-7060 • Fx: 951-346-3524

info@LionSpeak.net • www.LionSpeak.net



LION'S LEADERSHIP:

LionSpeak BECOMING THE LEADER YOU WERE BORN TO BE!

COMMUNICATION MASTERED.

2) Speak Like a Leader

a. Leaders speak with _____ and _____.

b. 4 critical communication opportunities for leaders:

- i. **Annual Calibration Retreat/ Vision Alignment (annually)**
- ii. **Team Meetings (monthly)**
- iii. **Growth Conferences (at least annually or as necessary)**
- iv. **Crucial Conversations (anywhere / any time)**



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c. Vision Creation and Alignment

i. You don't need this to run a successful business and

ii. It's not for the frame on your wall or the value proposition on your website!
Its purpose is:

iii. A "re-envisioned" vision:

iv. Visioning Components:

1. Purpose:

- a. The philosophical heartbeat of your business.
- b. Why does this business exist?

2. Vision:

- a. This your dream, not your "now"
- b. You don't have to know how it will happen, just dream...
- c. You can have it any way you want it.

3. Mission:

- a. What needs to change in order to accomplish the vision?
- b. What are the gaps between your "now" and your future "vision"?

4. Values/Principles:

- a. What do you believe is critical to being able to deliver your service?
- b. What are you committed to in terms of culture, quality, and service?
- c. What do you stand for in your industry and for your employees and clients?
- d. How do you expect people who work for you to behave and conduct themselves with the company, shareholders, clients, and each other?
- e. What can employees and clients count on and expect from this company and its owners?

5. Strategies:

- a. What specific things will have to happen to move in the direction of this dream?
- b. What things will have to change, improve, or remain constant?



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Our Purpose:

We make it easy for professionals to find their authentic voice and communicate their message with greater clarity and inspiration without a script.

Our Vision: By 2020, Lioness Learning seeks to...

Be the industry leader and premier communication coaching company for business executives and professionals in the US, Canada, and Europe, who want their message to land exactly the way they intended with their audiences, clients, and work teams.

Our Mission:

We provide high-level communications coaching to business professionals in easy-to-use formats and top-shelf materials, in unique, world-class learning environments, delivered by speakers, trainers, and coaches who have real-world business experience in creating authentic, influential, and results-driven communications.

Our Values: At Lioness Learning, we believe...

- All people, and their stories, matter.
- We could positively change the world if more people naturally communicated at a higher level of clarity, inspiration, and authenticity.
- In challenging the status quo and traditional methods of expert communication.
- Traditional scripting tools and robotic methods of communication strip people of their authenticity and ultimately dilute their effectiveness. Our methods are grounded in the belief that people can be most effective when they step into their own unique style, original voice, and untapped potential.
- Creating and encouraging innovative and unique learning environments and coaching programs which challenge limiting beliefs and help unlock human potential is as important in our work with clients as it is in our own interactions within our own internal team.
- We should be a beacon in our industry for nurturing and advancing the art of non-judgment and personal respect in all forms of communication.
- Learning can and should be fun and using coaching methods that create a greater sense of pride, respect, and personal joy for our subscribers, clients, and audience members is an integral part of what we do. If it stops being fun for us or them, we should change it or quit.

Lioness Learning 2016 Strategies:

- Rebrand and rename Lioness Learning to LionSpeak to create greater clarity about who we are, who we serve, what we do, and broaden appeal and market share across industry lines.
- Launch brand new interactive website and repackage enrollment materials
- Create high-quality speaking/training videos for website and product promotion
- Promote Katherine as keynote speaker on leadership communications through bureaus
- Contribute articles to top 20 pubs
- Redesign weekly blog to focus strictly on leadership and business communication skills
- Create trainer certification for contract trainers
- Build out audio / video product line
- Create and launch leadership workshop for practice administrators and business managers
- Upgrade materials and venues for self-sponsored courses
- Partner with vendors to promote frontline skills products through their distribution channels
- Publish 1st book in Lioness Principle series on Leadership Communication for owners/teams



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d. Annual Calibration Retreat

i. Purpose:

1. Unite or re-unite team around company vision and values
2. Create and drive strategic ideas and business growth

ii. Structure:

1. 1-2 days off-site
2. Advanced preparation
3. Creative location
4. Consider professional facilitator

iii. Agenda:

1. Vision presentation/review
2. Set new goals and accountability checkpoints
3. Identify challenges / opportunities
4. Department reports
5. Teambuilding exercises
6. Celebration of wins

3) Growth Conferences



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4) Team Meetings

5) Crucial Conversations

a. Management by Agreement

A _____

R _____

C _____

H _____

6) Putting it all together: