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# The Total Leader<sup>®</sup> Solution

Become the leader you and  
your business need you to be



*“I would recommend the Leadership Management International approach to personal development as the pace of learning is just right for busy executives.”*

James Orrick  
Private Equity Administrators

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# The Total Leader®

Modern business demands leaders. Organisations are constantly searching for innovators and creators to join their ranks and help inspire the next generation of talent. Whether it's to motivate an existing team or to strategise the plan moving forward, companies of all sizes are looking for confident individuals to step up to the plate and represent their business.

However, it has become unsustainable for businesses to routinely recruit new leaders, and now there is an increased focus on developing talented employees from within an organisation. Using leadership programmes and training, individuals can achieve their personal and professional goals, while providing much-needed leadership for their respective organisations.

The organisation of the future is one where every employee is a leader – of themselves if not of their colleagues. The Total Leader® initiative promotes the personal progression of employees, turning them into creators and innovators that can empower fellow workers, while delivering impressive results themselves.

By magnifying potential and fostering the growth of important leadership qualities, the Total Leader® programme aims to coach raw talent into becoming the sought-after leader that every organisation needs.



*“The programme has also helped me to delegate more effectively so I can focus on the strategic development of the business.”*

Zamurad Hussain  
Managing Director, HBT Communications



So, what defines a leader? The Total Leader® programme is made up of four key facets, that combined, represent what is needed to lead yourself and other people in the workplace. The four stages of the programme are:

- **Personal Productivity**
- **Personal Leadership**
- **Motivational Leadership**
- **Strategic Leadership**

We believe that only once all four of these aspects of personal development have been mastered can an individual consider themselves a Total Leader®. The best leaders will excel at all aspects of leadership and organisations committed to developing their people into Total Leaders will excel within their sector.

If you or your organisation need this level of excellence, then please read on and learn more about the programme and what it takes to become a Total Leader®.

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# Personal Productivity

Organisations need leaders who can be more effective and more productive – not necessarily harder working.

Modern business dictates a fast pace of working with a lot of deadline driven projects, so it is crucial that employees make the most out of the hours in the day to ensure results are achieved to a high standard.

Complete leaders understand the importance of effective time management, and can clearly visualise a plan of action before carrying it out efficiently.

A Total Leader® will be able to identify the tasks worth delegating to other members of their team, allowing themselves capacity to devote to high-payoff activities that will make a difference to their organisation.

The six-step Personal Productivity aspect of being a Total Leader® is designed to improve day-to-day productivity through the development of communication, time management and delegation skills.



# Improving Personal Productivity in 6 steps

## 1

### **What's productivity?**

The first lesson helps you understand what productivity is and how to measure your own personal levels. We will help you change your attitude towards goal-setting, showing you the importance of improved productivity and what it can bring, as well as utilising high-payoff activities to get more done.

## 2

### **Managing time**

Improving your self-image, whilst developing your personal and professional goals is the focus of this lesson. Only by understanding the power of goal-setting and its benefits, will you find time to plan and set goals. You will also learn the power of affirmation and visualisation, incorporating these into your working life.

## 3

### **Controlling priorities**

This lesson will show you how to set priorities in all areas of your life to help restore balance. You'll learn to deal with interruptions, handle emergencies and drop-in visitors as you become ever more efficient and productive. We'll also show you how to manage communications and importantly, how to say no.

## 4

### **Communicate better**

To improve productivity levels you must first learn how to communicate effectively – empathising with others, clarifying information with questions and listening for the total message. We will teach you tips for speed reading, writing for impact and communicating with larger groups, while using technology to help your cause.

## 5

### **Team empowerment**

Lesson five focusses on embracing the benefits of empowerment and overcoming feelings of fear and embarrassment at work. You will begin to understand the overall benefits of having a more productive team, and we will explain how you can develop teams through delegation and shared responsibility.

## 6

### **Team productivity**

The final lesson of this section will teach you how to create a learning environment and improve the productivity of your team. We'll show you how to instil positive expectancy and demonstrate strategies for training, combined with efficient procedures to ensure your team increases productivity.



*“After completing the programme, I’m able to prioritise and plan more effectively, which allows me to focus on business development activities.”*

Gordon Lane  
Structural Engineering Manager,  
Frankham Consultancy Group



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# Personal Leadership

One of the most fundamental characteristics of a successful organisation is its ability to adapt to change and overcome challenges without issue.

While the challenges may vary year on year, the qualities that define the best leaders do not – it is these leaders who are able to guide an organisation through its most difficult times.

Before guiding others, the most effective leaders first learn how to lead themselves effectively to achieve more in their personal and professional lives.

The Personal Leadership aspect of this programme will help you realise your true potential for personal leadership by developing existing strengths and improving self-image.

Through the transformation of your attitudes and habits, the programme will allow you to experience the joy of self-motivation, by understanding and overcoming the existing limits placed on yourself.



# Personal Leadership delivered in 12 steps

## 1

### **Your potential**

The first lesson centres around understanding the untapped potential within and truly believing in it. We will show you the opportunities for leadership and personal growth, while inspiring you to use courage to achieve these goals. You will focus on your strengths, understand the rewards of leadership and the internal nature of personal leadership.

## 2

### **Personal leadership**

You will discover the importance of self-knowledge and emotional intelligence before learning to lead. By understanding your past, you will be able to identify the restraints that have confined you to a certain conditioned existence. Through the development of a strong self-image, you will begin to recognise the merit in being your own strong, authentic leader.

## 3

### **Six essentials**

Lesson three focuses on changing the way you approach leadership by taking responsibility for your success, before helping to determine your purpose. It also covers the importance of planning and helps you recognise the passion needed to deliver results, together with the power of positive expectancy. You will also discover the need for persistence.

## 4

### **Personal responsibility**

Taking personal responsibility will give you freedom and increased self-motivation, as will recognising basic human needs and understanding the disadvantages of using extreme means like fear to motivate. This lesson will teach you how to unlock the power of motivation through attitudes, and the limits of motivating yourself and others with incentives.

## 5

### **Your purpose**

Before achieving personal leadership, you must first identify your purpose. This lesson will help you define your life purpose, before establishing your priorities. Creating a mission statement, you will begin to learn the fundamentals of goal-setting, before coaching yourself to manage existing distractions that can be a hindrance to achieving your goals.

## 6

### **Plan your path**

You will be taught to appreciate the power of goal-setting and committing yourself to achieving targets. We will show you the importance of target dates, and how to distinguish between tangible and intangible goals. Through the recognition of potential obstacles, you will be able to manoeuvre yourself accordingly so that you achieve your goals.

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# 7

**Ignite your passion**

You will embrace being passionate and learn to recognise the hallmarks of genuine passion. We will show you how your team's enthusiasm reflects the passion you hold, and how you can use this to control the emotional climate. This lesson also helps you understand the benefits of enthusiasm and teaches you how to build it within your team.

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# 8

**Positive expectancy**

We will teach you how positive expectancy works and the role belief plays in it. It starts with affirmation, but is magnified and clarified with visualisation. You will begin to develop an attitude of positive expectancy and understand how attitudes and habits are formed, before learning how to change them – the self-fulfilling prophecy.

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# 9

**Persistence needed**

You will need to learn the reasons why people give up and appreciate the importance of developing iron-willed persistence. We will teach you how to turn adversity into opportunity and show you the persistence needed to make brave decisions. You will develop a determination that will give you the competitive edge when it comes to achieving your goals.

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# 10

**Balanced life**

You will learn the true importance of time and how to make best use of this extremely valuable asset. Planning your time with goals and priorities in mind is essential to success, and we will show you how to do this effectively. We will explain how you must take responsibility for the time used and the liberation this brings on the path to becoming a Total Leader®.

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# 11

**Successful communication**

Becoming a good communicator is key to being a great leader, and this lesson shows the great role empathy plays in communication. You will learn to listen with empathy and develop empathy for your colleagues, so you can set an example by relationship management. The lesson will help you recognise the benefits of leadership through communication.

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# 12

**Your leadership**

In the final lesson we demonstrate that leaders are role models with integrity and character. You will understand the importance of becoming a leader who is able to motivate and inspire those around you. We will explain the rewards of empowering others and living a life filled with potential as you prepare for the challenge of leadership.

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# Motivational Leadership

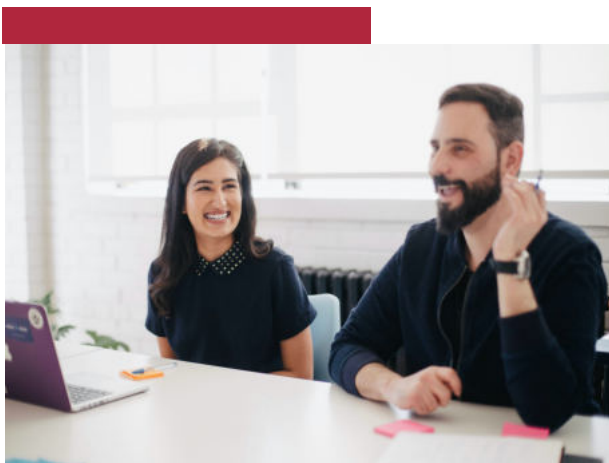
Once you have developed personal leadership and learnt how to enhance your own productivity, you will then be ready to lead and develop others around you.

To be an effective leader of others you must learn to motivate colleagues, leading by example, not barking orders and ruling with an iron fist.

The most successful leaders are able to get the best out of their colleagues by acting as a role model, and inspiring people through their own positive actions.

One of the key leadership characteristics is to set high standards of accountability for yourself and everything you do, at work and at home.

You may not have the natural ability to lead and motivate others yet, but with some careful adjustments to attitudes and behaviours, you will quickly develop the necessary leadership skills.




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# Motivational delivered in 8

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## 1

### **Effective motivation**

Your first lesson will help you understand the responsibilities of leadership and its core values. We'll explain how a positive self-image will help your success and how motivational leadership requires real courage – you will learn how to change your attitude towards the courage.

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## 5

### **Developing people**

Following the mid-term evaluation, the next lesson will show you how to develop your team as individuals, and how to get more from them through personal growth. By understanding the coaching processes in more detail, your leadership skills will become enhanced, as you learn to train colleagues and improve results.

# Leadership

## 3 steps

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# 2

### **Vision matters**

In lesson two you will learn the need for a clear vision, but also understand the importance in committing to a shared vision too. We will teach you how to support these visions with accurate, effective communications. You will also learn the powers of persuasion, whilst fully appreciating the rewards of successful communication.

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# 3

### **Motivational methods**

Important to becoming a successful motivational leader, you will need to have a better understanding of human behaviour and how the process of motivation works. You will be taught the basic human drives and desires, including physical needs, security needs and the value of having high self-esteem.

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# 4

### **Productive teams**

Lesson four focuses on creating an effective team chemistry and how you can strengthen your existing team through the recruitment of winning personalities. Using techniques to build collaboration and by adopting conflict resolution processes, you'll become the impressive motivational leader that others want to follow.

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# 6

### **Empower now**

We will teach you the sources of authority and power, which will dispel any assumptions and help you make the most of your position. By sharing power with team members, you will learn the true power of effective delegation, before understanding how to overcome obstacles to empowerment.

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# 7

### **Leading change**

By teaching you the psychology behind change, lesson seven will transform you into somebody who embraces change and does not fear a new path or direction. You will learn to overcome resistance to change, before we explain the importance of innovation and how you can become a leading innovator in your organisation.

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# 8

### **Future leader**

The final lesson to accomplishing the Motivational Leader aspect of becoming a Total Leader® focuses entirely on the demands and rewards of leadership. You will understand how to lead your organisation into the future and truly appreciate all of what it takes to effectively motivate and inspire those around you.

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# Strategic Leadership

Organisations are constantly looking for new strategic leaders to help define vision and develop purpose for their organisation.

Arguably the most important aspect of becoming a Total Leader®, Strategic Leadership helps you recognise the need for an effective strategy and clarifies your strategic purpose.

You will learn to shape key strategies, optimise your organisation's structure and ensure the right people occupy the right roles, whilst recognising the most effective procedures to guarantee success.

Improved efficiencies, increased productivity, cohesive teams, reduced operating costs and increased profits – these perceived benefits ensure you become an indispensable member of your organisation.

Throughout this area of development you will adapt your total strategy map and discover the impact goal-setting has on the behaviour of your team members.

As you grow into a strategic leader, you will be able to develop and grow yourself, while recognising the needs of your people and facilitating their development too.



# 5 steps to achieving Strategic Leadership

## 1

### **Strategic leadership**

Lesson one teaches you the importance of implementing an organisational strategy, while talking you through the process of developing one. You will understand the purpose of an organisational strategy in more detail and learn how to overcome obstacles to strategic success in the process.

## 2

### **Strategic purpose**

The second session focusses on developing your strategy and defining the strategic purpose of your organisation. Only by fully committing yourself to achievement and productivity will you be able to help your organisation progress and lead from the front by acting as a role model to those around you.

## 3

### **Strategic assessment**

During the third lesson, we will show you what it means to be a strategic leader and what your strategy will look like to cope with the challenges your organisation faces in the real world, not in the textbook. You'll learn how to achieve outstanding performance and how to identify the goals that matter.

## 4

### **Strategic development**

Lesson four focuses on developing strategic goals and building a total strategy map to help guide your future. In this lesson, you will also learn how to build your organisation through the combination of vision and process, while understanding the impact goal-setting has on the behaviour of your wider team.

## 5

### **Strategic execution**

The final lesson will teach you how to implement and spread strategy throughout your organisation, while helping you understand and build a management system that can highlight the needs of your team along the way. This lesson will also teach you processes for measuring performance and keeping track of your colleagues.



*“LMI has helped me take personal responsibility for my future and that is truly empowering.”*

Matthew Rankine  
Liberty SIPP



# Unlocking and developing the talent within, for more than 50 years

LMI has a reputation for creating innovative leadership development. Our programmes, underpinned by expert coaching and facilitation, are designed to inspire people and give them belief in themselves and their abilities.

We believe to be an effective leader of others, an individual must first learn to lead themselves.

Our programmes are tailored to the specific needs of every client and organisation. And once we understand what it is you are hoping to achieve, we will work with you to create a bespoke programme, delivered through structured, yet flexible facilitation and coaching.

Working closely with you and your organisation's principles, we are confident that we will not only deliver the results expected but will surprise you with the talent discovered, nurtured and developed along the way.

Our programmes, although innovative in their approach and content, are delivered using tried and tested 'Action Learning' techniques that work. The structure of our programmes has been refined over 50 years of success, with three core concepts central to our delivery: time, multi-sensory learning and spaced repetition.

When this classic approach to training and development is then combined with personal, one-on-one coaching and facilitation we can deliver measurable results in a number of important areas, including:

- Leadership, personal motivation and goal setting
- Increased personal productivity, profitability and sales
- Improved organisational and people management skills
- Clearer, more effective communication
- Enhanced team development and empowerment

The Total Leader® programme focusses on developing all of these key areas, transforming employees into the innovative, creative leaders their organisations need.



## Delivering results

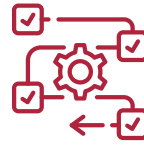
We don't train people. We develop them; we nurture the talent within. Our programmes are designed to change the way people act, behave and think permanently.

LMI programmes cut through the noise. They allow busy people to understand what we're doing, why we're doing it and the benefits they will enjoy by completing one or all of our programmes on their journey to becoming a Total Leader®.



## Multi-sensory learning

As the name implies, LMI programmes are designed to deliver maximum impact by appealing to more senses. Learning by reading lessons and course material is supported by listening to the audio files of the same lessons, not just convenient, but an aide to memory.



## Spaced repetition

LMI pioneered the spaced repetition method to learning more than 50 years ago and is a major reason for the unrivalled results our programmes deliver. The technique allows participants to better absorb the information imparted in each lesson; ideas not immediately clear, will become more so with each lesson or 1-to-1 coaching session.



## Time to change

LMI programmes are goal-orientated; business and personal. We believe it takes time to achieve permanent change and it's why our programmes take weeks to apply, not hours. And it's why we deliver measurable results and a quantifiable return on your investment.



# Coaching session

Discussing the lessons 1-to-1 with the programme facilitator, followed by personalised written action steps, plans, goals, etc., further increases the information retained, making the necessary permanent changes in attitude and behaviour more likely than occasional daily or weekend courses.



# Next Steps

Our goal is always to achieve tangible personal and business results for clients. Isn't it time you made the investment, nurtured the talent within and fulfilled your true potential or that of the people that will make a difference to the future of your organisation?

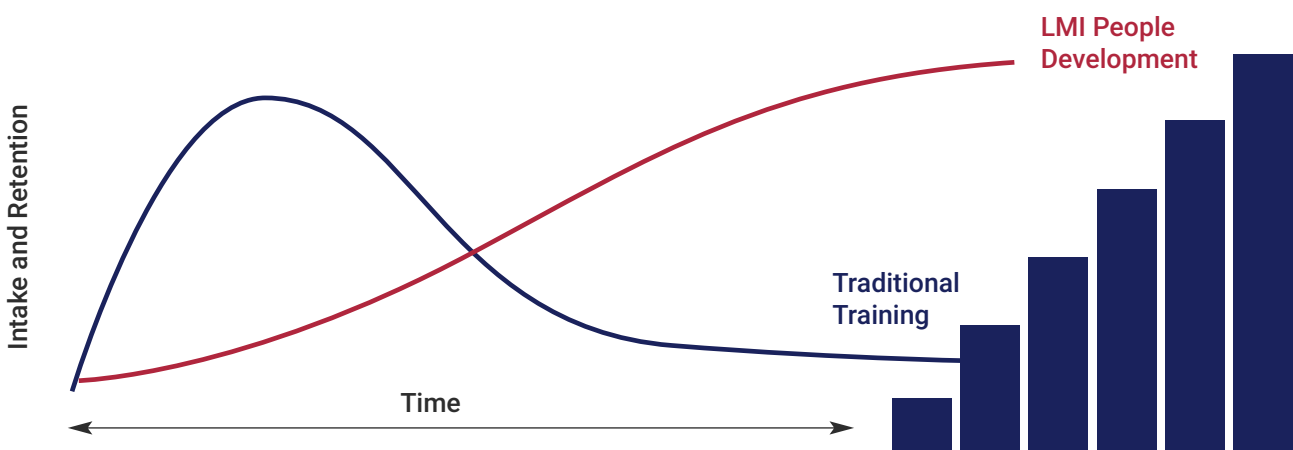
# Process Management & Feedback

The end of each lesson features an Application and Action section, designed to stimulate discussion of the lesson material to elicit personal insights from participants, to help contextualize the programme.

A Plan of Action is included, which will help programme participants turn what they have learned into actions as they begin the transformative process of becoming a better leader and becoming a Total Person.

A mid-term and final evaluation is conducted to review progress and results. A final graduation presentation is given by the participant at the end of the programme.

The difference between traditional training methods and the LMI approach





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**To find out more, or to discuss your needs  
in more detail, please get in touch.**

**T:** +41 43818 52 32

**E:** [programs@lmi-swiss.com](mailto:programs@lmi-swiss.com)