

# Vision Quest CONSULTING

## LEADERSHIP COACHING THOUGHT



Wendy Capland  
President

Vision Quest Consulting  
PO Box 979  
Westford, MA 01886

978.692.4454 phone  
978.692.5898 fax

wcapland@visionquestconsulting.com

www.visionquestconsulting.com

Vision Quest Consulting provides leadership coaching, organizational development consulting, and training to top executives and their teams.

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Welcome to Vision Quest Consulting's Leadership Coaching Thought!

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### **THIS MONTH'S TOPIC: Link Strategies to Business Results**

In a recent Golin/Harris Trust survey, nearly two thirds of the respondents said they hold CEOs personally responsible for rebuilding trust in American companies. It is no surprise that CEOs such as Bernie Ebbers and Kenneth Lay have severely tarnished the image of a CEO as an intelligent leader focused on the good of the company. Today a CEO has to be above reproach and prove s/he has the company's best interests in mind. Many corporate leaders will be required to adopt new leadership skills to succeed.

To enhance your leadership in your organization:

**Re-think the company goals and processes.** Many leaders have a vision for their company but they need help translating that vision into measurable goals and processes to get there. It's not enough to have a great vision and mission. It's similar to deciding to go on a vacation but not making plans to get there. It is critical to narrow your business strategy into three or four very specific goals that are clearly articulated to everyone in the organization. Nobody likes a trip with lots of connecting flights.

**Share goal-setting processes with middle management.** The more employees participate in the process, the more committed they will be and the more likely they will pull it off-turning the vision into a business reality.

**Keep employees clued in and speaking with one voice**  
Employees in all industries have been shaken up by the technology bubble burst

and its ripple effect combined with the unmasking of deceptive practices by CEOs like Dennis Kozlowski. Now more than ever, CEOs and their direct reports must get out in front of news that might startle employees-such how new reporting guidelines might make things look bleaker than they actually are.

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**Give employees more trust and responsibility.** Running a company is beyond the ability of one person. By delegating responsibility, corporate leaders infer integrity. Senior executives and managers need to effectively create teams at every level that understand the goals and are committed to delivering them. Employees must be encouraged to think and act proactively so leadership is not caught up with fire fighting. Delegating work to others frees up precious time to plan and strategize.

**Make the tough changes.** Good leaders need to constantly reassess their senior team's skill sets and make difficult changes when necessary. Many managers feel so much loyalty to their staff they are often unwilling to admit their skill sets are not keeping pace with the business environment or their corporations' needs.

Most people love their jobs but feel overworked, stressed out and under informed. Using the above strategies will assist you and your organization by relieving the stress and keeping employees focused and on track.

## OFFERINGS

1. Take it To The Top; A Guide to Executive Coaching and Mentoring in America's Top Corporations by Wendy Capland is available for \$49.99. DO NOT HIT REPLY TO THIS MESSAGE. This book is available as well as an audiotape on Developing Effective Leadership and Coaching Skills by clicking:

<http://www.visionquestconsulting.com/store.html>

2. The Impact of Executive Corporate Coaching Programs, audio tape \$19.99 DO NOT HIT REPLY TO THIS MESSAGE. This tape is available by clicking:

<http://www.visionquestconsulting.com/store.html>

3. Complimentary half hour Coaching Session, first come first served. To register or obtain more information, email [wcapland@visionquestconsulting.com](mailto:wcapland@visionquestconsulting.com) with your name and phone number so that we may contact you:

Leadership Coaching Thought is written and produced by Wendy Capland. If you have any questions or comments, please send them to: [wcapland@visionquestconsulting.com](mailto:wcapland@visionquestconsulting.com). We'd love to hear from you.

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