

ATTITUDE IS A REFLECTION OF LEADERSHIP

by Layton Park (*July issue of Western Native News*)

Business surveys rate attitude as the number one trait for success among leaders. Attitude controls our actions and our actions determine the results. It seems reasonable to think good leaders would strive to have good attitudes in their people but when that does not happen, who is responsible?

Attitude is a reflection of leadership, or, as my wife and partner, Myrna, says, “*A fish stinks from the head.*”

As a leader, this can be a bitter pill to swallow. Most of us are eager to accept credit for the great attitude that surrounds our people. When things are not going well, it grates us to have someone dare suggest that the attitude of those we lead is somehow a reflection of our abilities. After all, isn't everyone responsible for choosing their own attitude? The truth is they are, but a leader motivates them to make the right choice. If someone else in the organization is causing attitude problems, then it becomes a failure of the leader if he or she does not deal with them. The leader must take responsibility for the general attitude of the organization he or she leads or as US President, John F. Kennedy, once said, “If not us, then who?”

The good news is once a leader understands this to be true they can make the choices and changes necessary to create their vision of the future.

Most people become leaders because they have a vision and possess a great deal of knowledge and skill to make that vision real. The largest challenge they report is to achieve and maintain the right attitude in their followers in order to produce results they desire. While some leaders seem to have a natural charisma that allows them to lead in a seemingly effortless manner while the people follow along behind, others feel as though they are herding chickens. Studies show that the difference between good leaders and great leaders is insignificant and most of the skills can be learned, so why are there not more great leaders?

Brian Tracy developed a program several years ago called the Phoenix in response to a need for such training and it became the most successful personal development program in the world. Translated into twenty-three languages, millions of participants have claimed it improved their lives. The concepts taught proved to be effective across most cultures and the program is now a standard in many large corporations. A few years ago, a band and a businessman from Northern Alberta purchased the rights to the program and renamed it the Indigenous Phoenix, tailoring it specifically for issues facing Aboriginal communities. Since then, communities across North America as well as Australia and New Zealand have embraced the Indigenous Phoenix and several community leaders affirm the program changed their lives.

The objectives of the program are for participants to become peak performers in their field by learning to think differently about themselves and their abilities, develop winning edges, and master the skills of other high achievers.

The twenty-seven modules take just over an hour each. Experience has shown that it is most effective if only four or five are studied per day, two days a month for three months. In this way the participants have time to absorb the information, as well as an opportunity to apply the principles to their lives and careers between sessions. The individual coaching component offers participants an opportunity for regular ongoing coaching during this period. Participants have reported astounding results.

The Phoenix program is not a “touchy feely” or emotion-based seminar but a program that offers solid, tangible skills that serve the participants for years. A few of the twenty-seven topics include, *Unlocking Your Potential, Taking Charge of Your Life, Eliminating Negative Emotions, Changing Your Self-Concept, Rapid Learning Techniques, Twelve Steps to Goal Achieving, Time Management Strategies, Creative Problem Solving Techniques, Eliminating Stress and Tension, Building Superior Relationships, and Finding True Purpose in Life.*

Max-U is offering special workshops in Kelowna, Edmonton, and Saskatoon for leaders only. Participants will each receive a personal 24-page report that describes their individual behavioral style and how it affects their communication as part of the Chameleon Communicator™. Cost to attend this program alone is normally \$225 – \$250. The afternoon features a half-day workshop on *The Psychology of Achievement and Seven Mental Laws* from the Indigenous Phoenix, which also normally sells for \$150 to \$200. In order to have leaders view these programs and see the value they can bring their communities or organizations these special one-day workshop including the behaviour profile, the workbook and materials are being offered for only \$295.00 plus GST. To make it even more attractive Max-U is offering registrants one nights accommodation plus an added \$25.00 saving if they call and mention they saw this article prior the August 15. To encourage communities to participate a second person can attend the sessions and still receive the personal profile for only \$99.00.

Participants will be offered a full money back guarantee for the session if they do not find it as effective as promised. For more information call 1-877-312-6298 or e-mail to: info@max-u.com