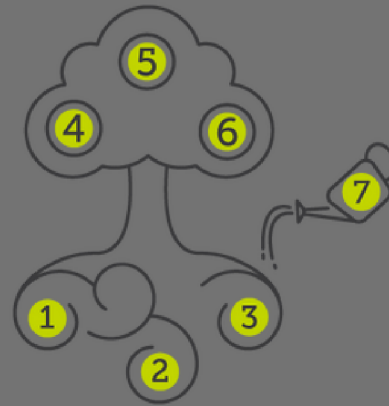


Introduction

Leadership Course

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"Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy."

- Norman Schwarzkopf -

If you want to be a great leader and run a great business, work on yourself first. Your behaviours flow from the way you see the world. Your paradigm. By taking part in our Leadership Development Programme during the next few months, we will teach and support you to see the world through the lens of the 7 habits. It'll be a hard but highly rewarding journey.



The personality ethic focusses on positive mental attitude and other human relations and PR techniques that seek to manipulate, are full of empty promises and build no trust.

Trust is the foundation for permanent success.

The character ethic focusses on you.

You must make changes from the inside out.



The 7 habits are principles based on the idea that there are natural laws in the human dimension that govern effectiveness, just as real as those in physics or maths.

You can't break them.

They're universal.

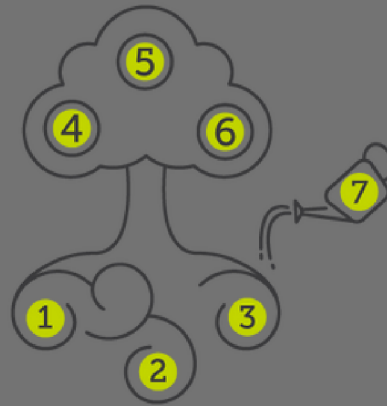
They're timeless.

Think of them as lighthouses as you navigate through life.



You are the product of your past habits. They got you to where you are today. They're powerful, change them and you **change your life.**





The good news is bad habits can be re-programmed and new good ones created.

It takes tremendous commitment, like a rocket leaving the Earth's atmosphere, it requires a lot of intense energy at the start but once you get going momentum does the rest.

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Habit creation has to be motivated by a higher purpose to be successful.

This requires:

- **Knowledge** (What and Why)
- **Skills** (How)
- **Desire** (Want)

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Each session we will give you the knowledge and follow up with a summary, with daily reminders and exercises so that you can practice the skills.

You need to bring your desire to want to learn, apply and change.

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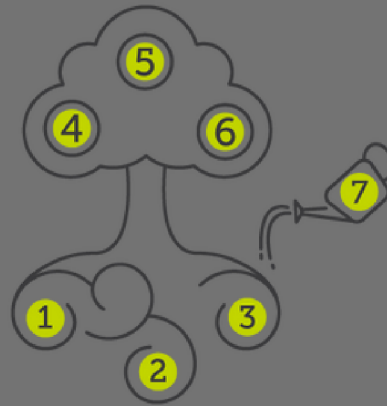
Habit 1 - Be Proactive, is the habit of choice.

You are free to choose and be responsible for your choices.

Working every day in your circle of influence will change your life for the better.

Know yourself.

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**Habit 2 - Begin with the End in Mind,
is the habit of vision.**

What do you want from your life and
from your business?

Define practical outcomes.

Know your compass.



**Habit 3 - Put First Things First,
is the habit of integrity
and execution.**

Focus on the important,
not just the urgent.

Effectiveness requires the integrity
to act on your priorities.

Know your schedule.



**Habit 4 - Think Win Win,
is the habit of mutual benefit.**

Effective long term relationships require
mutual respect and mutual benefit.

Build trust.

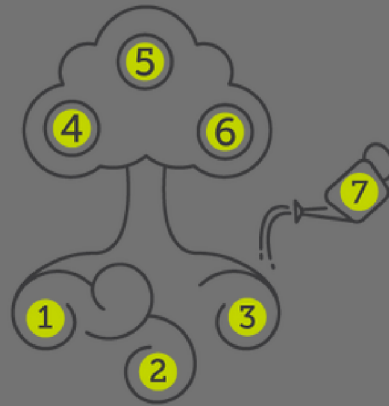


**Habit 5 - Seek First to Understand,
then to be Understood,
the habit of mutual understanding.**

To communicate effectively we must
first understand each other.

Listen empathically.





Habit 6 - Synergize, the habit of creative cooperation.

The whole is greater than the sum of its parts.

Seek better alternatives.



Habit 7 - Sharpen the Saw, the habit of renewal.

To maintain and increase effectiveness, we must renew ourselves in body, heart, mind and soul.

Invest in yourself.