



## **Leadering™ Rollout Strategies for Company and Country Competitiveness**



# LEADERING™ COMPANY AND COUNTRY CAMPAIGNS

One toolkit for maximizing individuals, companies, and countries

## Leadering™ Rollout Strategies

Leadering™ cultivates an integrated system of meta-skills, functionality, drives, reflexes, identities, states of consciousness, strategies, and tools shared by adept leaders, entrepreneurs, innovators, and achievers.

It launches life-long natural growth processes so functionality will increase over time. The value of human assets therefore continuously increases.

The Leadering™ Paradigm Shift Program provides the means for massive individual and organizational transformation. Leadering™ increases the functionality, performance, and agility of organizations by maximizing each of its employees. The same toolkit for maximizing individuals can be used to maximize any human systems such as companies, countries, or humanity. Leadering™ can catalyze the transition to a flat distributed leadership culture which will be critical to corporate competitiveness in the next decade.

Leadering™ lends itself to a viral rollout strategy for upgrading functionality, performance, and competitiveness for companies, business webs, countries and across multi-company and multi-country alliances. For mass upgrade, one can follow normal hierarchical leadership channels for organizational change if one has top-down support. However, it is not necessary. **An alternative rollout strategy is offered below that is a bottom-up, grassroots approach that is non-hierarchical, non-threatening, can be launched anywhere within the organization, and can start out as a small easily justified project.**

Once this functionality upgrade is achieved internally, the same model can be extrapolated through a company's business web to suppliers, customers, and partners. From the business web, one can extrapolate the model to a whole country to raise economic prosperity and competitiveness. The same viral process will work.

*Leadering™ maximizes human systems, whether individuals, companies, countries, or families. Leadering™ is a tool for mass maximization, mass synchronization, and multi-system operation.*

*By definition then, Leadering™ is a tool for leaders. Mastering the use of the Leadering™ tool actually creates leaders as a byproduct even if unintended..*

### New Functionality and Meta-Skills for

- ▶ Individuals,
- ▶ Organizations,
- ▶ Business Webs,
- ▶ Nations, and
- ▶ Intentional Evolution

*The integrated system of meta-competencies cultivated by Leadering™ include:*

leading, **entrepreneuring**, pioneering, **innovating**, **creating**, **adapting**, **mastering the unknown**, resolving ambiguity, mental agility, **learning agility**, **co-evolving**, identity **a multi-system mode of operation**, **integrating**, **model development / application**, **pattern / trend recognition**, **environmental scanning**, **problem reframing**, **thinking modes such as systems**, **conceptual**, **abstract**, **deductive**, **inductive**, and **big-picture thinking (expanded and unity consciousness)**, a propensity for unfounded knowing, **AHA!** experiences, creative inspirations, coincidences, maximizing in our peak-performing, peak-evolving **flow state** individually and organizationally, and more.



# A GRASSROOTS VIRAL ROLLOUT STRATEGY

## Spreading a Cultural Virus for Increased Employee Functionality

The Leadering™ Paradigm Shift Program can spread virally. It can become a functionality upgrade virus or culture which will cultivate and sustain the highest human functionality for companies and countries. This functionality upgrade need not be a big project that has to be sold top-down:

Launch a cultural virus by simply enrolling a small team into the Leadering™ program and then getting out of the way of its word-of-mouth spread.



### A Leadering™ is already as Compelling as a Non-Religious ‘Religion’

We recommend military, corporate, and government organizations spread Leadering™ as a cultural virus rather than a work project issued down the leadership hierarchy. Leadering™ functionality can be spread virally through organizations. It is as compelling, transformative, and unifying as the best non-religious ‘religion’ could aspire to. It can become a veritable contagion. Once a critical mass of employees are upgraded, an organizational paradigm shift will spread the functionality upgrade company-wide to all employees.

Leadering™ is not a course. It is an experiential process designed to incite an individual to paradigm shift into a paradigm that is continuously advancing. Leadering™ can therefore accomplish so much more than a course. Courses add new information to one’s existing machinery. Leadering™ replaces one’s machinery with a more adaptive one – one that has not been culturally compromised. To maximize, one must operate the way one’s system is meant to. Leadering™ capitalizes on one’s natural drives and mechanisms to pull one into the Leadering paradigm and maximization. Leadering™ intensifies and extends the natural.

Leadering™ provides an integrated system of meta-skills, functionality, drives, reflexes, identities, states of consciousness, strategies, and tools to enable one to maximize naturally. Leadering™ launches life-long growth processes innate to one’s system so one’s functionality will increase over time. This makes the Leadering™ virus pretty irresistible. Leadering™ also educates as to how to apply one’s new functionality individually and organizationally to further maximize one’s lifetime achievements.

### B A Non-Hierarchical, Non-Threatening Strategy

Leadering offers the option to keep your normal line leadership process out of the way of the spread of this functionality upgrade virus. Leadering™ can become something people are drawn to do rather than something they feel they are required to do. In other words, we recommend a strategy which is not hierarchically threatening:

#### How can you make the functionality upgrade ‘not hierarchically threatening’?

1. Make the project manager for spreading the virus someone who is serving rather than responsible for command and control: someone in support services rather than line. Examples might be a manager from Human Resources, Education, or Organizational Development or someone who is excited about Leadering™.
2. As an example, you could have the project manager say “*Our company is interested in testing out a new education program*” to those you want to go through Leadering™.  
(see selection criteria in C, D, and E for early enrollees)
3. Add these two Leadering™ pdfs to your education vendor database to allow Leadering™ to be ‘discovered’ by employees: [LeaderingQuickLook.pdf](#) and [AboutLeadering.pdf](#)
4. As graduates tell other employees about it, make Leadering™ ‘mysteriously’ available for others who ask to enrol.
5. **Company Executives:** Your company executives may also not have the desired Leadering meta-skills and functionality. They may therefore not be motivated to put themselves in a position of functional weakness to spread Leadering’s advanced functionality. Consequently, there might be less resistance by letting the grassroots groundswell of the functionality virus pressure your leaders to go through Leadering™ rather than ordering them against their preference. If they choose not to take the Leadering™ Paradigm Shift Program themselves, they will still know what to do to capitalize on the improved performance and increased functionality of the Leadering™ graduates.



# LEADERING™ ROLLOUT STRATEGIES

## C Self-Interest Strategy

How do we launch this Leadering™ cultural virus? Leadering™ can be disguised *legitimately* as a professional development and career management tool. Since there are not many options for this kind of program within most companies, Leadering™ can hold a unique appeal. This appeal will incite the spread of the virus. (Leadering™ could also be *legitimately* labelled a leadership development program, an organizational development program, or a program for developing entrepreneurialism and innovation if those will hold more appeal at your company).

Leadering™ will deliver all of the upgraded functionality promised on the corporate front to offload corporate executives and leaders. However, it can do it by appealing to an employee's "selfish" need for personal development, bettering oneself, increasing functionality, operating at one's potential, increasing self-expression, and strengthening identity. These needs will drive the spread of the virus. There is no need to mount a high-profile campaign to promote the meta-skill benefits to either the individual or the company in order to persuade people to take Leadering™. The persuasion is built into the 20 hours of Leadering™ recordings.

Also built into Leadering™ recordings is a new way of running corporations which is totally compatible with leading-edge competitiveness strategy and management science. So, as people "selfishly" pursue their professional and career development with Leadering™, they will simultaneously begin to operate in precisely the way most would want. The new functionality and your company performance goals will be met as a byproduct of individuals being drawn to meet their own needs. Leadering campaigns can capitalize on the draw to meet individual needs as the means to meet company needs.



## D Enrol those Predisposed to Leadering™: Go with the flow

We want to launch a viral contagion that eventually has enough critical mass to cause a paradigm shift to Leadering's advanced way of operating. We may therefore not care who is in that critical mass. Logically, then, it would be smart to access the "*easily converted*" first, rather than fighting those who proactively stonewall or let the movement die through apathy. Therefore, seeding the virus with those people who are excited about making the Leadering™ paradigm shift will speed your progress for upgrading the meta-skills and functionality of the total organization to those of leaders and entrepreneurs.

Have people review these two pdfs about Leadering™ ([LeaderingQuickLook.pdf](#) and [AboutLeadering.pdf](#)) and listen to the two introductory audios they mention to determine and/or encourage interest in making the Leadering paradigm shift:

- 1. Intro Audio for Leaders:** 24 minutes  
Leadering™ - a Power Tool for Leaders at: <http://www.Leadering.com/LeaderBenefits.m3u>  
Referenced figures can be viewed at: <http://www.Leadering.com/LeaderBenefits.pdf>
- 2. Intro Audio for Individuals:** 17 minutes  
Intro to the Leadering™ Program at: <http://www.Leadering.com/IndividualBenefits.m3u>  
Referenced figures can be viewed at: <http://www.Leadering.com/IndividualBenefits.pdf>

The cultural spread is increased by creating localized concentrations of people using Leadering™. Have *teams* that are excited about Leadering™ take the program first and let *isolated enthusiasts* not surrounded by others who can reinforce the new meta-skill culture take it later. Alternatively, capitalize on their excitement by inviting these *isolated enthusiasts* to collect their own personal team which is interconnected through their work even though team members may be geographically dispersed. Then this created team can go through Leadering™ together and reinforce the change in each other.



# LEADERING™ ROLLOUT STRATEGIES

## **E Localized Concentrations of interconnected employees or teams**

To implement the strategy for localized concentrations, choose a group of 10 who work as a team so they can reinforce in each other the new culture, jargon, values, and ways of operating. Selecting team members who are social or influential will ensure that, as they get excited about Leadering, they would motivate others to enrol. This will spread the virus faster. Make it easy for others to sign up when they are infected with this excitement.

Start with 10 interconnected individuals and then another 10 connected to the first 10 as well as to each other, and then a third 10, and so on. Eventually there will be a sufficient concentration of upgraded individuals operating with the functionally upgraded culture to make it the norm for your company.

I know it is tempting to make the first Leadering™ enrollees the “problem people” that are holding the company back. However, non-performing individuals will make much more progress if they are surrounded with others who are operating with Leadering™. The surrounding individuals will reinforce change in the non-performing individuals. The more the problem individuals pursue the mode of operation proposed by Leadering™, the faster their meta-skills will develop. This will advance the organizational upgrade more quickly. Leadering presses natural levers to accelerate maximization along one’s pre-wired growth continuums.

## **F Evaluate as you go rather than Pre-Planning and Working the Plan**

Rather than having to put a whole company-wide change management program through your company’s approval process, evaluate, justify, and fund the spread of the Leadering™ functionality upgrade as you go. If you are pleased with the results with the first groups, then simply make it easy for others to take Leadering™ when they have been “infected” by the enthusiasm of past Leadering™ graduates.

Proceed at a comfortable pace checking for Leadering’s ability to create the meta-skills that will offload company leaders. Each enrollee is granted a two-month subscription to the Leadering recordings but, because of self-propelling growth mechanisms that are launched by Leadering™, each enrollee continues to develop for the rest of their lives. This generates a continuing increase in the value of company human assets.

## **G Leadering™ enables the “Everybody-Must-Lead” Revolution**

Leadering™ creates and develops leaders and arms them with a profound toolkit for maximizing and advancing human systems. Leadering™ therefore is a powerful enabler for the imminent revolution to a flat organization in which everyone contributes to the corporate leadership function. This is today’s most desirable culture for performance and competitiveness. You can learn more about the leader revolution from Roger Martin, Dean of Rotman’s Business School: [\*The Death of Heroic Leadership\*](#).

With everyone using the same Leadering toolkit, paradigm, and functionality, a new leadership culture becomes possible. Outmoded, command-control, hierarchical leadership requiring constant leader intervention can be retired safely, especially since synchronized organizational advancement is sustained by the dynamics embedded into the Leadering paradigm.

This leader revolution will be pivotal to corporate competitiveness over the next decade. Leadering™ facilitates the replacement of hierarchical leadership by a culture promoting distributed leadership meta-skills. With Leadering’s meta-skill increase, leader decisions can be made throughout the organization thus offloading executive workload.

## **H LPMO: Leadering Project Management Office**

LPMOs are a good strategy for harnessing the benefits of the advanced functionality of Leadering graduates. This group rewrites and integrates projects in keeping with and capitalizing upon the Leadering™ paradigm and toolkit. Ideally your LPMO is either part of your existing PMO or should be modeled after a classic Project Management Office (PMO).



# LEADERING™ ROLLOUT STRATEGIES

## I Rollout to Business Webs, Nation, and the Intentional Evolution Movement

What we do in microcosm with your company's functionality can be done in macrocosm for your company's business web or your nation's competitiveness or the intentional evolution of the human race. The same grassroots virus can be unleashed to raise the functionality of any human system. There is a common thread of functionality deficit in each of the above scenarios that is addressed by Leadering™. Spreading the Leadering™ paradigm shift over your company business web will give you further clues for a national campaign. As with individuals within the company, localized pockets of interconnected companies or clusters can reinforce each other in the new way of operating with Leadering's functionality.

Your experience with the viral spread of Leadering™ inside your company provides a model for the same functionality upgrades for:

- your company's business web
- your nation's competitiveness mission, and
- humanity's intentional evolution movement

**The same functionality deficits impair each of these scenarios. Therefore, the same Leadering functionality upgrade model will rectify them.**

## J Our Support of the Leadering™ Virus

Generalized support by email, call centre, and teleclinic is provided. More customized support is also available specific to an individual, company, or nation.

### Leadering cultivates new functionality individually, corporately, and nationally:

- **mental agility and thinking modes** such as systems, conceptual, abstract, deductive, inductive, relational, and big-picture thinking (expanded and unity consciousness)
- **mastering the unknown:** leading, entrepreneuring, pioneering, innovating, creating, adapting, resolving ambiguity, learning agility, model development / application, pattern / trend recognition, environmental scanning, problem reframing, a propensity for unfounded knowing, AHA! experiences, creative inspirations, and coincidences
- **collaboration and cooperativeness:**
  - multi-system mode of operation
  - mass maximization, mass transformation, mass synchronization
  - co-evolving, co-creating, integrating, adapting, synergizing, partnering, clustering
  - the thinking modes listed above, especially systems, relational, conceptual, big-picture
  - contributions to evolutionary goals as a byproduct of meeting one's own goals.
- **performance:** based on the above and maximizing in our peak-performing, peak-evolving, *talent-based flow state* individually and organizationally



# LEADERING™ ROLLOUT STRATEGIES

## ACTION SUMMARY

### for spreading a Cultural Virus for increased Functionality

1. Launch Leadering™ as a virus or non-religious '*religion*' to create a new culture which routinely cultivates the meta-skills and increased functionality shared by adept leaders, entrepreneurs, innovators, and achievers.
2. Launch a grassroots, bottom-up strategy that is non-hierarchical and non-threatening by assigning a project leader from HR, Education, or Organizational Development, for example, rather than a hierarchical line leader.
3. Start small by enrolling existing teams or groups of 10 interconnected individuals who can reinforce the new mode of operation in each other during their every-day work. Then enrol another 10 attached to the first 10 as well as to each other, and then a third connected team, and so on. Eventually there will be a sufficient concentration of upgraded individuals operating with the new functionality to make it the norm for your company. Eventually a critical mass of Leadering™ graduates will cause a corporate-wide paradigm shift.
4. Let self-interest drive the spread of the virus. Capitalize on the draw to meet individual needs as the means to meet organizational needs. This can be accomplished by packaging Leadering™ for career management and professional development, for example, to fill a void within most companies. This will increase its appeal which will increase the speed of the spread of the virus.
5. Enrol those predisposed to take Leadering™ first: "go with the flow" in encouraging employees to enrol in the Leadering™ Paradigm Shift Program.
6. Get out of the way of the word-of-mouth spread of Leadering™: make funding available (\$1100US/person).
7. List Leadering™ on your company's education vendor database to facilitate the spread of the cultural virus. (see [LeaderingQuickLook.pdf](#) and [AboutLeadering.pdf](#))
8. Evaluate as you go as to whether to continue or terminate or refine the spread of the Leadering functionality upgrade virus.
9. The transformation of your company's culture provides a model for what can be achieved for your business web or your nation's culture or the intentional evolution of the human race. The same grassroots virus can be extrapolated to raise the functionality of any human system. There is a common theme of functionality deficit in each of these scenarios that is addressed by Leadering™.

Leadering™ is designed for mass maximization, mass synchronization, and multi-system operation. It is massively transformative for individuals and organizations. Let the Leadering™ functionality upgrade virus do its magic and you should see a cohesive new culture emerging which promotes greater functionality and meta-skills. After employees take Leadering™, company executives should have more time for vision-, deal-, and relationship-making, and for penetrating new frontiers. Leadering™ is the ideal tool for ambitions within and outside of your company.



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