

# LEADING AT A HIGHER LEVEL

BLANCHARD ON LEADERSHIP AND CREATING HIGH PERFORMING ORGANIZATIONS



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## The Four Key Steps

1. Set your sights on the right target and vision.
2. Treat your customers right.
3. Treat your people right.
4. Have the right kind of leadership.

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Set your sights on the right target  
and vision.

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- Be the **Provider of Choice** and take care of your customers.



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- Be the **Employer of Choice** and create a motivating environment for your people.



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- Be the **Investment of Choice** and have the cash register go “ka-ching.”



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Have an agreed upon, compelling vision.



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## Four Part Vision

- What business are you in?
- What will the future look like if things are running as planned?
- What do you stand for?
- What do you want people to focus on now?



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**Treat your customers right.**

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**Decide:** Determine  
what kind  
of experience you  
want your customers  
to have.



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**Discover:** Listen to what your customers want and see if it makes sense to include their suggestions in your vision.



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**Deliver:** Implement your customer service vision by inverting the traditional pyramid hierarchy.



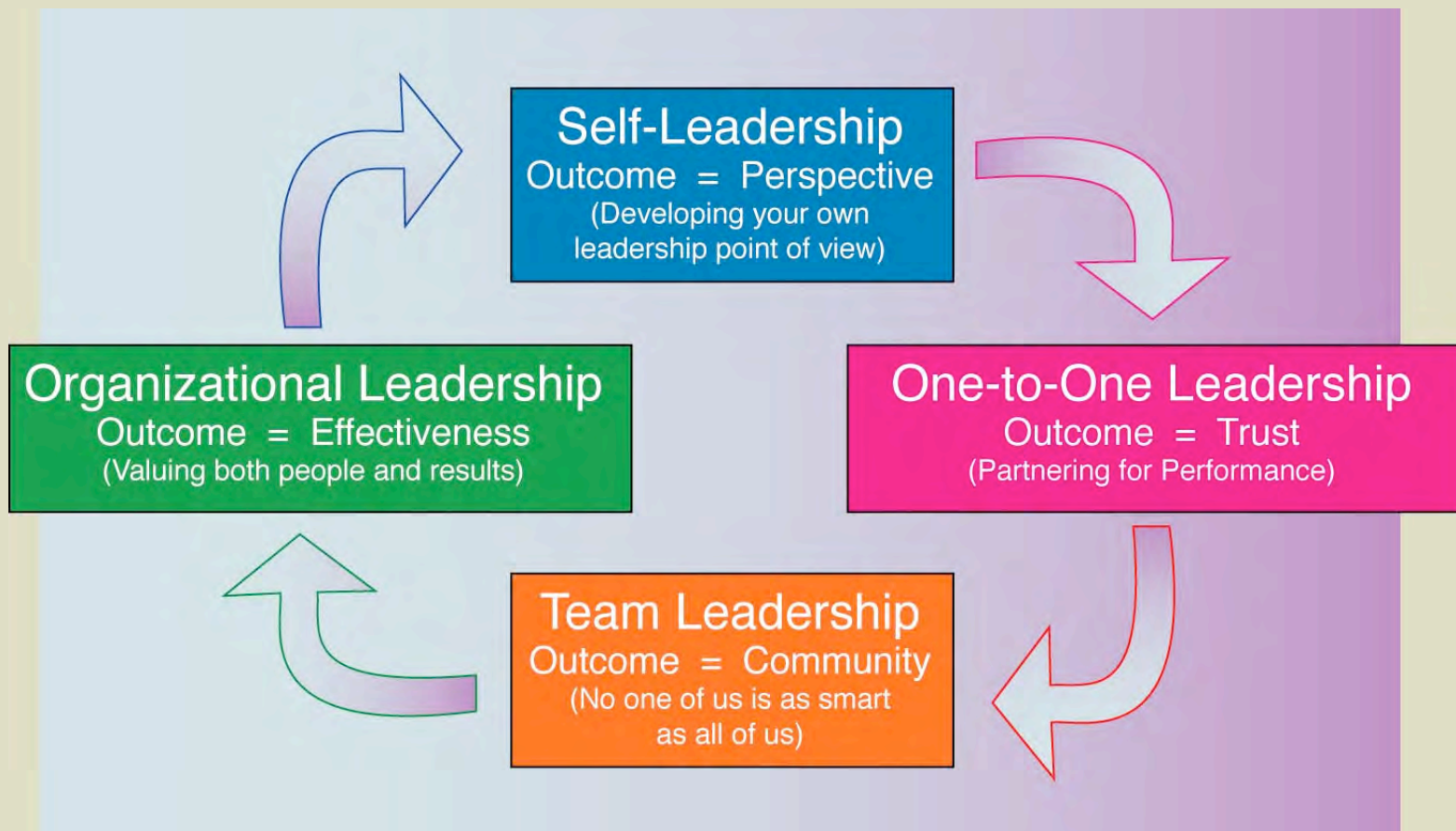
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**Treat your people right.**

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Have the right kind of leadership.

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Effective leadership starts on the inside.  
*Are you a servant leader or a self-serving leader?*

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## **Poll Question**

- a. Please send me a copy of today's presentation.**
- b. Please sign me up for Blanchard's free Ignite! newsletter.**
- c. Please let me know about other free Blanchard online events.**
- d. All of the above**

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## Questions & Answers

### **Dr. Ken Blanchard**

Co-founder and Chief Spiritual Officer  
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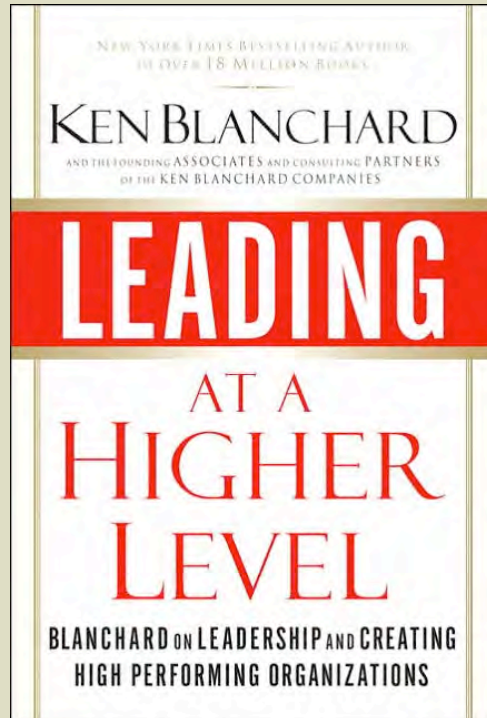
### **David Witt**

Marketing Manager  
The Ken Blanchard Companies



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## Thank You

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*Leading at a Higher Level* please visit:  
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