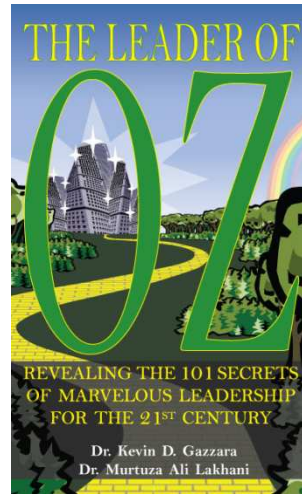




The Leader of OZ

Revealing 101 Secrets of Marvelous Leadership for the 21st Century



Dr. Kevin Gazzara & Dr. Ali Lakhani

8/5/2008

Call Logistics

Title: *Introduction to the Principles of Marvelous Leadership*

Date: Tuesday, August 5, 2008

Time: 10:00 AM Pacific / 1:00 PM Eastern

Duration: 60 minutes

Dial-in Number: (218) 339-4300

Access Code: 1083014#



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Note: This conference call will be recorded and available to download along with the presentation materials [Click Here](#)

Questions: During the call email to Marleen@magnaleadership.com

Agenda

1. Introduction to Leadership
2. “The Leader of OZ”
3. Marvelous Leadership for Results
4. 10 Principles of Leadership
5. Holistic Model (best known practices)
6. Solutions: Applying the 10 Principles
7. Testimonials
8. Summary / Call to Action: Getting Started
9. Q&A



Introduction to Leadership

• ***"Leadership is "the behavior of an individual. . . directing the activities of a group toward a shared goal."***

(Hemphill & Coons, 1957)

• ***"The servant-leader is servant first...It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead..."***

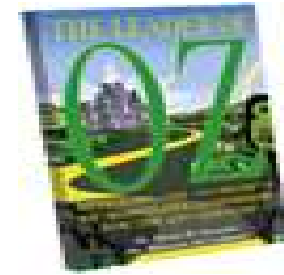
(Greenleaf, 1970)

• ***"Leadership... is the ability to step outside the culture. . . to start evolutionary change processes that are more adaptive."***

(Schein, 1992)



“The Leader of OZ”



“The best way to teach people by telling a story.”

–Ken H. Blanchard

Book Goals:

1. Make it fun and easy to read.
2. Incorporate 35 years of combined Fortune 100 leadership experience with 10 years of academic research.
3. Present real life scenarios to create connections.
4. Demonstrate real solutions for today’s challenges.
5. Provide 4 to 5 leadership practices at the close of each chapter to evaluate and identify your leadership proficiency and style.
6. Challenge your brain, heart and nerve to gain wisdom as you create your own new Land of OZ.

“The Leader of OZ”

The Wonderful Wizard of Oz	The Leader of OZ
1. Fable about a Dorothy’s journey with her 3 companions.	1. Business parable about Dora and her 3 companions that parallels the plot and characters of the Wonderful Wizard of OZ.
2. Dorothy is transported from Kansas to the Land of Oz.	2. Dora is transported from Farmden, KS to Ruby City, CA to assess her company’s merger and acquisition initiative.
3. As a team, they conquer Wicked Witches, Flying Monkeys and Evil Soldiers.	3. As a team, they conquer Wicked Managers, Monkey-business Practices, and Evil Actions.
4. Dorothy finds her way back home.	4. Dora finds her way back home.

Marvelous Leadership

**Our rationale and our leadership *Model*:
*What does it do? How is it Different?***

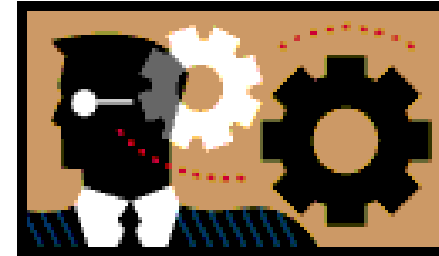


1. **NERVE** - Influence great transformations by demonstrating physical, intellectual and emotional strength.
2. **HEART** - Lead the walk of mutual trust that aligns with the organization's core values and recognize others' authentic efforts that transcend self-interest.
3. **BRAIN** - Gain credibility and strength through clear planning and problem solving, effectively utilizing resources and navigating obstacles.
4. **WISDOM** - Develop the capacity to bring your brain, heart, and nerve together in total synergy.

Ten Core Leadership Principles

Leadership Dimension	CALIBER Lakhani (2005)	Zenger and Folkman (2002); Ulrich and Smallwood (1999)	Collins (2002)	Block (2001)	Bennis (1988); Sashkin and Rosenbach (2000)	Goleman (2000)	Conger and Kanungo (1998)	House (1995); McClelland and Boyatzis (1982)	Kotter and Hesket (1992)	Jaques (1986); Streufert (1991)	Bass (1985); Kouzes and Posner (1987)
1. Communication	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2. Authenticity	✓	✓	✓	✓	✓	✓					✓
3. Stewardship	✓			✓	✓	✓	✓				
4. Creativity	✓	✓	✓		✓		✓	✓	✓	✓	✓
5. Confidence	✓	✓			✓	✓		✓			✓
6. Reinforcement	✓	✓	✓	✓	✓	✓					✓
7. Empowerment	✓	✓		✓	✓	✓		✓	✓		✓
8. Vision	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9. Competence	✓	✓	✓		✓					✓	
10a. Organizational Culture	✓	✓			✓				✓		✓
10b. National Culture	✓										
Output											
Organizational Performance	✓										
Business Results	✓	✓									

Our Philosophy



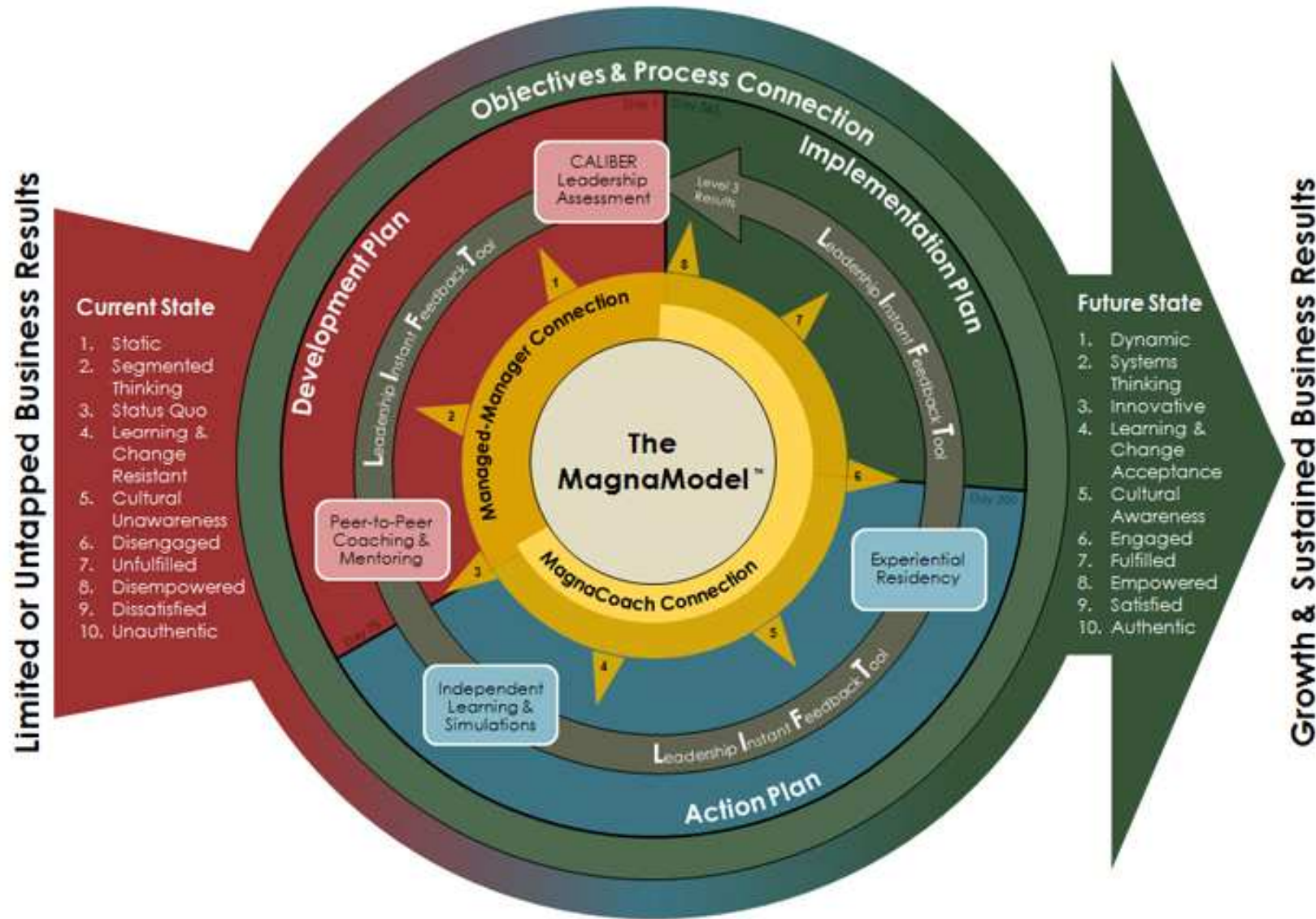
“Man is ultimately self-determining. What he becomes he has made out of himself.”

- Victor Frankl

“The challenges of systemic change...will require a unique mix of different people, in different positions, who lead in different ways.”

- Peter M. Senge

Holistic Model



Significance of Marvelous Leadership ¹¹

As leadership improves:

- **organizational performance improves**
 - tuned to environment
 - effective processes
 - knowledge creation
 - reinforcement system
- **business results improve**
 - financial performance
 - quality of products and services
 - customer satisfaction
 - supplier/partner relationships
 - social responsibility
 - employee fulfillment

More details at

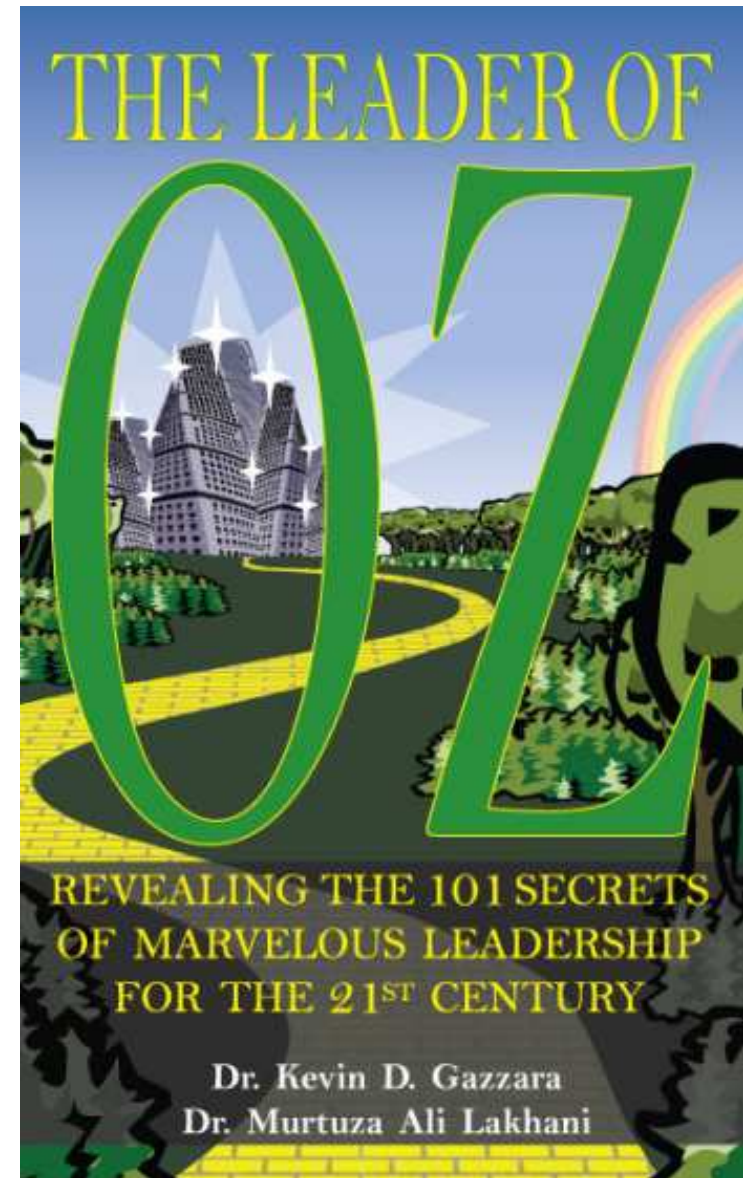
http://magnaleadership.com/materials/CALIBER_Psychometric_Report.pdf

Testimonials

Guest Speakers On the Call

Buy the Book here

www.theleaderofoz.com



Summary and Call to Action

Tips for Leadership Initiatives...



1. Assess your environment, you are not in Kansas any more
2. Find the wizards, and help them to lead
3. Discover and use the talents of the diverse characters on your team
4. Travel through the dark forest with your advocates and be prepared to confront your adversaries
5. Set goals and align them to the organization's vision and mission to get you back home
6. Get started down the yellow brick road, many paths will take you to the Emerald City

Next Teleconference

Title: *Principle #1 of Marvelous Leadership - Communication*

Date: Tuesday, September 9th, 2008

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Q&A – Discussion



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I devoured Gazzara and Lakhani's "The Leader of Oz" in very little time. In the style of Lencioni, it presents lessons and information on how to be better leaders through a very engaging story. Highly recommended for all leaders and would-be leaders.

[Comment](#)[Permalink](#)

Was this review helpful to you?

 Yes No[\(Report this\)](#)**★★★★☆ Wisdom in Oz!, July 15, 2008**By [Dr. Patrick Sherman](#)  (Phoenix, Arizona) - [See all my reviews](#)

The Leader of OZ by Gazzara and Lakhani is far more than a simple fable. It presents timeless organizational wisdom in the parable construct of "Fish", "Who Moved My Cheese" and the recent Lencioni books.

Organizational leaders can follow this "yellow brick road" to motivate employees, lessen resistance to change, and create happier higher performing employees.

OZ should be required reading for everyone from new supervisors to new CEOs. It is not only informative, it is FUN!

Dr. Patrick Sherman

★★★★★ Perfect!, July 31, 2008By [Robert F. Sammartino "Rob Sammartino"](#)  (Portland, OR) - [See all my reviews](#)REAL NAME™

Portrays a classic in a way that make business sense for the leaders of today and the future. Applies to what is going on at companies right now and where things should be headed from a leadership and management perspective. A must read!



**More questions?
Interested in a Marvelous
Leadership Initiative for Your
Organization?**

Please Contact:

Dr. Kevin Gazzara kevin@magnaleadership.com

or Dr. Ali Lakhani ali@magnaleadership.com