

# Fearless Leadership Presentations and Keynotes

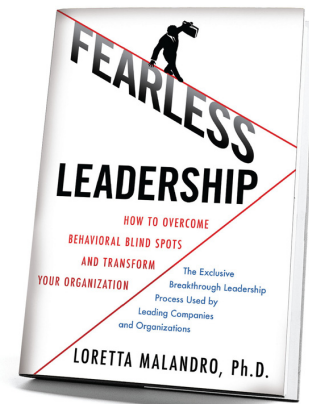
Delivered by Loretta Malandro, Ph.D.

## A FRESH NEW LEADERSHIP APPROACH

Dr. Loretta Malandro, organizational behavioral expert and author of *Fearless Leadership*, has developed a groundbreaking behavior-based methodology that is used around the globe to create top-performing leaders and high performance organizations. It is based on a simple but profound concept: In order to change your organization, leaders must confront the behavioral blind spots that undermine performance, starting with their own behavior.

In today's ultracompetitive business environment, a new leadership approach is needed. In her powerful *Fearless Leadership Presentations and Keynotes*, Loretta takes you through the dynamic process of transforming how people work together in a way that directly impacts the bottom line. You will learn the secrets behind:

- Confronting the behavioral blind spots that sabotage enterprise results
- Overcoming the success-strangling "need to be right"
- Eliminating silos and victim mentality
- Turning low employee engagement into full buy-in and commitment
- Talking straight responsibly and confronting difficult situations head on
- Taking 100% accountability for business results and impact on people



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### THE SECRET TO REAL AND LASTING CHANGE

Behavioral blind spots—unproductive and damaging behaviors of individuals and groups—are often the root causes of organizational ineffectiveness and serious breakdowns. Unfortunately, they are frequently misdiagnosed as a need for system, process, or restructuring changes. This conventional approach of reengineering structure instead of reengineering how people work together is insufficient to solve problems at the speed at which they are emerging today.

The solution in an unpredictable environment is to counterbalance high levels of uncertainty with a high standard of leadership behavior. When leaders change how they behave and demonstrate accountability and partnership, they transform what the organization is capable of achieving and generate long lasting results. Fearless leadership is not the absence of fear; it is the courage to confront fear and solve problems from a radically new direction.

Loretta does not stand behind a podium and deliver a rote presentation. She demonstrates high performance behavior by immediately eliminating the barrier between speaker and audience and stepping into the group to engage people in active participation. A dynamic and safe environment is created and people talk openly about their challenges, blind spots, and commitment to working in partnership.

### CUSTOMIZING THE FEARLESS LEADERSHIP PRESENTATION FOR YOUR GROUP

Each organization has unique needs and Loretta customizes her approach. Below is an example of an effective method that many organizations have used when engaging Loretta to deliver a *Fearless Leadership* presentation or keynote.

**Step 1: Understanding conference/meeting objectives.** Loretta personally talks with the CEO or senior leader, conference committee members, and/or the senior team to fully understand what they want to accomplish. You can count on Loretta to challenge your thinking and generate new possibilities for what can be achieved.

**Step 2: Distribute *Fearless Leadership* book to meeting attendees.** Prior to the conference, each attendee receives the book, *Fearless Leadership*, with a message from the CEO or leader requesting that they respond anonymously to an online questionnaire. As the group reads the book together, they begin talking about blind spots and what it means to be 100% accountable.

**Step 3: Malandro provides an Executive Summary of Key Themes from book respondents.** After analyzing the data received from the completed online questionnaire, the Malandro organization provides the event sponsor with a summary of key themes. This information provides a unique perspective on what is needed to close the gap between current performance and high performance.

**Step 4: Delivering the presentation.** Dr. Malandro breaks the mold on what people traditionally expect to hear from a speaker and engages them in a new way—a high performance way. “Insight alone does not produce results,” explains Loretta, “but changing your behavior guarantees a change in results.” By the end of the presentation, people begin to recognize that the primary barrier to organizational change is not external, but internal. They discover that by taking 100% accountability, they have the ability to transform perceived barriers into collaborative enterprise thinking and results.

As CEO of Malandro Communication since its inception in 1980, Dr. Loretta Malandro has built a leading consulting firm that specializes in leadership and organizational transformation.

**AN INTERNATIONALLY RECOGNIZED LEADERSHIP EXPERT THAT IS ALSO A DYNAMIC SPEAKER**



*Dr. Loretta Malandro*

Delivering its proven technology—*100% Accountability™*—the Malandro organization works with global corporations to take them to new levels of performance by aligning and mobilizing people to drive enterprise objectives. A key differentiator of the Malandro organization is their ability to accurately identify and swiftly resolve the behavioral blind spots that undermine organizational effectiveness.

As a trusted advisor and executive coach to prominent CEOs and executives, Dr. Malandro delivers the high performance process for leaders who want to achieve more. Malandro’s selected client list includes: AngloGold Ashanti, DeBeers, DuPont, Farm Credit Canada, Finning International, IBM, Intel, and RaboBank.

Recently featured in Business Week magazine for her book, *Fearless Leadership*, Malandro is also the author of *Say It Right the First Time*, *Courtroom Communication Strategies*, and *Nonverbal Communication*. A former professor at Florida State and Arizona State universities, Loretta received her Ph.D. in communication theory and research from Florida State University and her undergraduate degree from Kent State University. The recipient of numerous academic awards, Malandro was on the first international debate team sponsored by the US government where she and teammates debated in the Russian language throughout the former Soviet Union.

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*Fearless Leadership* can be purchased at the following book dealers:

- Amazon.com*** *online purchases only*
- Barnes & Noble online*** *(or find a Barnes & Noble near you)*
- Chapters.Indigo.CA*** *(or find a Chapters Indigo near you)*