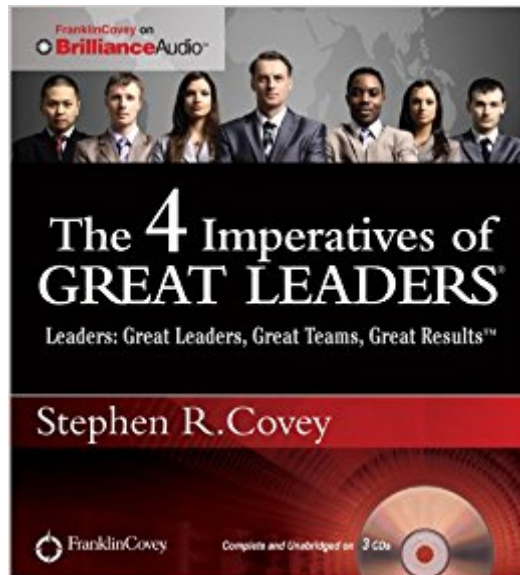




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The 4 Imperatives Of Great Leaders



Synopsis

Leaders make the difference in great organizations. In today's global, knowledge-based world, the call for organizational greatness is greater than ever before. Sustainable financial performance, intense customer loyalty, a winning culture, and a distinctive contribution in the marketplace are hallmarks of truly great organizations. Great organizations are created by great leaders—leaders who can unleash the highest and best contributions of their team toward their organization's most critical priorities. Every organization and every leader aspires to greatness. But why do only a few achieve it? I believe the answer is in the execution of the 4 Imperatives.

Book Information

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Customer Reviews

Dr. Stephen R. Covey is an internationally respected leadership authority, teacher, author, organizational consultant, and co-founder and vice chairman of Franklin Covey Co. He is author of *The 7 Habits of Highly Effective People*, which *Chief Executive* magazine has called the most influential business book of the last 100 years. The book has sold nearly 20 million copies, and after 20 years, still holds a place on most best-seller lists. Dr. Covey earned an MBA from Harvard and a doctorate from BYU, where he was a professor of organizational behavior. For more than 40 years, he has taught millions of people—including leaders of nations and corporations—the transforming power of the principles that govern individual and organizational effectiveness. He and his wife live in the Rocky Mountains of Utah.

This was fantastic. It is great for life and leadership. I am able to apply this to my leadership portfolio.

Leadership: Great Leaders, Great Team, Great Results. This is an audio only presentation that is a sample introduction to a 20 hour three or five day training session that Franklin Covey does throughout the country. This may be meant as a promotional piece for the trainings, but is a very interesting and usable stand alone collection of Leadership development lessons. The theme of this Audio presentation is to introduce a whole person leadership approach to leading. The presentation is a call to great leadership, leadership that inspires people in organization to become great organization with winning streaks. It is meant to take a tool set approach to have a participant develop a vision for great leadership and a paradigm for leadership in a knowledge centered world with a framework of systems and processes by explaining the skills and tools to enable great leadership. This is a modern view of leadership that gives you examples of how it works and dispels the old school methods of command, control, power of using only a couple of strong individuals to lead. This is very informative and packed with a lot of leadership principles and examples. The part I took to heart is the journey to execution. The journey of execution starts with developing meaningful goals or WIGS as it calls them, wildly important goals. The second step in this execution is to have lead measures for actions. It gives examples of keeping a compelling scoreboard. Once you have those in place it all creates a cadence of accountability in a way that is engaging of the team. All of this execution is done with a synergy of engaging the team. The 80/20 rule is explained, which is something that I have applied in other disciplines (like software development), 20 percent of the effort will produce 80 percent of the results. It challenges to ask, what 20 percent of things or tasks should your team be focusing on to achieve your WIGS. If you are not a normal listener to audio books or presentations, do not worry, this is one you can listen to. This presentation has more than seven presenters. It is filled with many dramas, examples and readers. This is a first rate production with drama, background music, sports examples, real life stories, not just a reading. Definitely an encouraging and personally challenging collection of examples and stories of how big and little things (being a trim tab in your organization is one example) can make an impact. I strongly recommend this for anyone in business or in an organization that has the desire to make a difference in the organization that they serve (oops work) in. I listened to it twice, because I liked it, but also to get as much out of it and have the ability to apply it, really apply and implement it.

grand son recieved all of the tapes he loved all 3 Norman Vincent Peale, 4 Imperatives of GREAT

Covey's voice is lacking the influence power that he used to carry. Nothing new from this audio. Always same quotes. Cut and paste from the 8Th Habits and the 4 Disciplines of Execution. Prefer his Principle-centered Leadership much much better. More insights and wisdom than this so called new audio program. Franklin Covey has too many spin-off products, but really lacks meat and new practical insights!! They really need to sharpen their own saw.

The first of the three CDs is what has the meat of the topic. Too long and too many personal testimonies. The CDs should provide concepts, tools and ideas.

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