

**"Your free action kit and
10-day coaching programme"**

Steven Sonsino's 10-day Death of Leadership Workbook

www.deathofleadership.com

The Death of Leadership Workbook

YOUR 10-DAY LEADERSHIP ROADTRIP

**"Helping you on the road
to leadership success"**

By Steven Sonsino

www.deathofleadership.com



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Great Leadership Is Catching – Pass It On

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About the Author

Steven Sonsino

Steven Sonsino is a dynamic and entertaining business school professor guaranteed to bring you provocative, memorable and high impact leadership workshops.

He teaches at London Business School as a Fellow in the Centre for Management Development where his clients have included HSBC, Exxon Mobil, Whitbread and Conoco Phillips.

He was Director of the School's flagship Emerging Leaders Programme from 2001 till 2005 and launched the Tomorrow's Leaders Research Group at the School in 2002.



Visiting Professor At Major Business Schools Worldwide

He is also a visiting professor at the European School of Management and Technology (University of Berlin), at the University of Porto Business School in Portugal and at the Indian School of Business in Hyderabad.

Real World Experience With Major Corporations

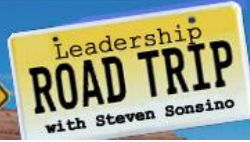
His clients include Microsoft, HSBC, Sara Lee, General Foods, the Institute of Chartered Accountants in England & Wales, the Chartered Institute of Personnel and Development.

International Motivational Speaker

It's no surprise that Steven is a frequent guest speaker internationally at conferences and seminars on such subjects as inspirational leadership, motivation and leading strategic change. In the last 12 months Steven has been a keynote speaker in Atlanta, Hyderabad, Lisbon, London, Munich, Berlin, Prague, Florence and Hong Kong.

Newsletter & Top Leadership Podcast at iTunes

Steven publishes FREE no-holds-barred, "tell it like it is" multimedia articles and videos – at www.deathofleadership.com – listen and watch online as Steven teaches you the secrets to inspiring your people and boosting your bottom line.



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Is this the month you finally turn things around and start to see the results you deserve with your leadership style?

It will be – if you're prepared to invest just a little time each day to thinking and planning for your future.

Are you ready to join me? Well, first let me ask you one question. How much change are you prepared to embrace?

If you are ready to accept change in the way you lead, perhaps even the way you live, then print out this manual and post your calendar checklist on the wall near your PC. You're ready to 'hit the road' – virtually speaking – as I take a Death of Leadership Road Trip that will turbocharge you and your leadership style.

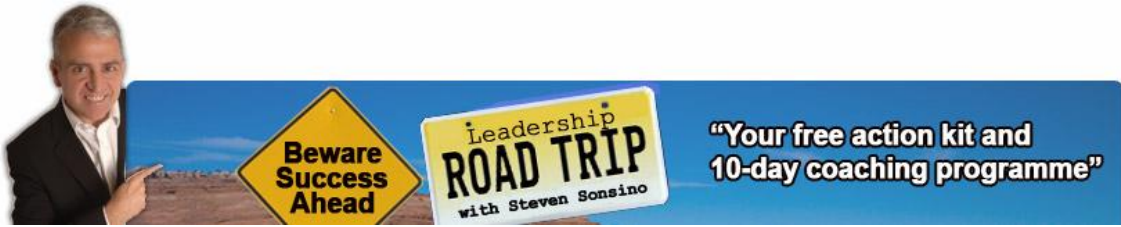
Watch the website at www.deathofleadership.com for insider VIP access to some of the most valuable leadership training materials we've ever given away.

Whether you're just pulled out onto the leadership superhighway for the first time, or whether you're a veteran of the corporate wars, together we'll get you back on the road to success in no time.

Your fellow traveller

Take care

Steven Sonsino



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DAY 1

The Fuel for Today's Journey

"A journey of a thousand miles begins with a simple step"
Confucius

Today's Checkpoints On The Road To Success

Master the Mindset

The most important thing to develop and hone in your leadership style is your mindset:

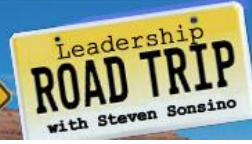
- 1) Believe you can succeed and think like a winner. Ask yourself constantly 'what would a winner do?'
- 2) Always look for ways to create value for clients and customers – both tangible and intangible. Ask 'how can I give these folks more?'
- 3) Stay positive – learn from the inevitable setbacks.
- 4) Organise, eliminate distractions and stay focused on no more than 3 major objectives at any one time. Sequence your day, month and year.
- 5) Don't be afraid to reach out and ask for help. You don't have to do this alone.

For further exploration

Read the latest issue of Harvard Business Review – there are short reviews of each article online at www.hbr.org.

Then download and read thoroughly Don Sull and Charles Spinosa's FREE article ['Promise-based management: the essence of execution'](#)

ACTION STEP: What did you do to develop a winning mindset today?



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DAY 2

The Fuel for Today's Journey

"Catch them doing something right"

Sandra Gookin

Today's Checkpoints On The Road To Success

Learn how to learn from the feedback you receive

The most valuable thing you get from others is tough feedback – learn from it:

- 1) Listen carefully to every message you get from others – manage your emotions
- 2) Don't immediately try to explain, defend or justify your actions – simply thank the person who's given you the feedback
- 3) Maintain a neutral tone, but ask for clarification: 'can you give an example?'
- 4) Look beyond the literal meaning to learn about people's perceptions of you.
- 5) Don't beat yourself up. Put negative feedback in the context of positive feedback from others and give yourself accurate positive feedback

For further exploration



Buy and download Hendrie Weisinger's ebook ['The Power of Positive Criticism'](#)

Weisinger writes in a practical way about how to give constant constructive criticism

ACTION STEP: What did you learn about yourself today?





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DAY 3

The Fuel for Today's Journey

"If at first the idea does not seem absurd there's no hope for it"
Einstein

Today's Checkpoints On The Road To Success

Master the Mindset

It's critical to foster innovation and initiative in your team:

- 1) Innovation isn't always about creating radically new products – it's simply a belief that everything can be done faster, better, or cheaper
- 2) To create a climate where initiative and innovation are important tell people that's what you want and reward innovative thinking. (It doesn't take money.)
- 3) What will you do when someone makes a mistake? If you want trial you have to expect error. How will you help the team to learn from mistakes?
- 4) When delegating explain what you want done, who you want to do it and why you want it done. Then agree when and where. But let them choose 'how'.

For further exploration

Read the latest edition of 'The Leadership Revolution' by Gary Hamel.

Then watch for free Gary Hamel at the Fortune Innovation Forum last year ['Continuous Management Innovation'](#)

ACTION STEP: What can you do today to bring greater innovation (in products, services, customer experience or whatever) to your business?



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DAY 4

The Fuel for Today's Journey

"Life is either a daring adventure or nothing"

Helen Keller

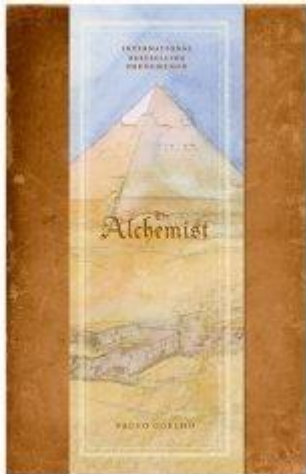
Today's Checkpoints On The Road To Success

Master the Mindset

The most important aspect of your character is how you manage your many life roles:

- 1) List your roles in and outside work (eg leader, parent, sports player...)
- 2) Rank the list – what are the most important roles you play?
- 3) What are the top three things you want to achieve in your top three roles?
- 4) Block out time in your schedule to work on each of these key roles
- 5) Create space in to your schedule to 'do something different'.

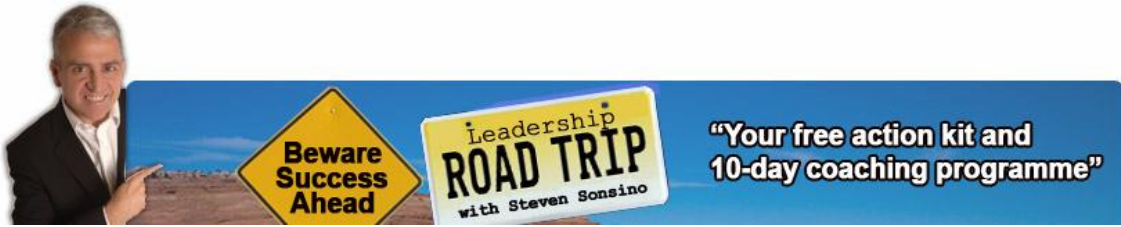
For further exploration



Read The Alchemist by Paulo Coelo. It won't take you long and it's a counterpoint to some of the heavy stuff you come across.

Then download and work through this useful set of notes from Clayton State University in Atlanta ['Managing roles and goals'](#)

ACTION STEP: What did you do outside of work today?



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DAY 5

The Fuel for Today's Journey

"Around here, we don't look backwards for very long. We keep moving forward, opening up new doors and doing new things... and curiosity keeps leading us down new paths"

Walt Disney

Today's Checkpoints On The Road To Success

Master the Mindset

Despite the pressure on the short-term, you must prepare for your long-term goals:

- 1) What do you want to achieve NEXT year? And in the next THREE years?
- 2) What needs to be put in place now to make sure you can achieve the things you want to do next year?
- 3) What are the blockages in your path and what can you do to remove or go round them?
- 4) Who else could help you achieve your goals next year? Why might they help you? What could they learn or get from you?

For further exploration

Buy, read and use 'Goal Mapping' by Brian Mayne. It's a brilliant and highly visual way to plan the limited time you have. Download some [sample goal map templates](#) to try this out.

ACTION STEP: What did you do to develop a balanced short and long-term plan today?



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DAY 6

The Fuel for Today's Journey

"Reputation, reputation, reputation... He who steals my purse, steals trash. But he who steals my good name steals all that I have"
Shakespeare

Today's Checkpoints On The Road To Success

Master the Mindset

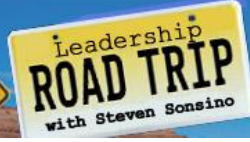
Your reputation is one of your most priceless personal assets:

- 1) What are you known for? When people call you, why do they call you?
- 2) How can you influence your reputation among key stakeholders?
- 3) You have to be your own PR agent – it isn't enough today to let your work speak for you
- 4) What do you want your reputation to be in a year's time?

For further exploration

Take a look at Neil Croft's work on authentic leadership at '[Authentic Business](#)'. Sign up for his weekly newsletter and make sure you download his free [authentic leadership ebook](#). Tell him I sent you.

ACTION STEP: What did you do to influence your reputation today?



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DAY 7

The Fuel for Today's Journey

"Genius will not do it; unrewarded genius is almost a proverb. Education will not do it; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race."

Calvin Coolidge

Today's Checkpoints On The Road To Success

Master the Mindset

Persistence pays off:

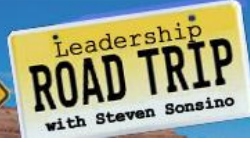
- 1) Performance and speed are outcomes of focus and simplicity.
- 2) "Beware the busy fool," said Sumantra Ghoshal. "Prefer purposeful action."
- 3) Be determined.
- 4) How do you personally focus all your attention on your key tasks? And can you take your team with you?

For further exploration

Buy and Read 'The Performance Prism' by Andy Neely and his colleagues at the Centre for Business Performance.

Then go visit the website at the [Centre for Business Performance](#).

ACTION STEP: What did you do against all odds today?



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DAY 8

The Fuel for Today's Journey

"The two worst strategic mistakes to make are acting prematurely and letting an opportunity slip; to avoid this, the warrior treats each situation as if it were unique and never resorts to formulae, recipes or other people's opinions."

Paulo Coelho

Today's Checkpoints On The Road To Success

Master the Mindset

The most important aspect of competition is what makes you different from the competition:

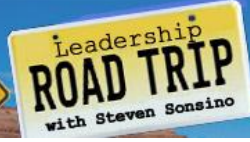
- 1) Your only source of sustainable competitive advantage is what makes you unique and distinctive
- 2) Even businesses in a commodity market can offer distinctive service
- 3) People buy people.
- 4) Price cutting and other competition games keep you on the backfoot and waiting for the next big opportunity
- 5) Be strategic in your thinking - make sure everything you do is focused on delivering the strategy

For further exploration

Buy and Read [Strategy: How to Shape the Future of the Business](#) by Nigel Nicholson and Dominic Houlder – two great professors at the peak of their profession

Then download and read Sun Tzu's [The art of war](#) ebook

ACTION STEP: What did you do to increase the difference between you and the competition today?



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DAY 9

The Fuel for Today's Journey

"Some of the best business and nonprofit CEOs I've worked with over a sixty-five-year consulting career were not stereotypical leaders. They were all over the map in terms of their personalities, attitudes, values, strengths, and weaknesses"

Peter Drucker

Today's Checkpoints On The Road To Success

Master the Mindset

Don't copy other inspirational leaders:

- 1) Don't ask 'how do I become a more inspirational leader'. Ask instead 'what do I have to stop doing?'
- 2) Understand your own strengths as a leader and seek to collaborate with people whose strengths complement yours.
- 3) Develop yourself – read, take courses, get a coach.
- 4) Realise that your people will work in a very different way from you.
- 5) Don't be afraid to explain to people how best to deal with you – what information you need and how you like to work. Help them to help you..

For further exploration

Buy and Read Marcus Buckingham's ['The One Thing You Need To Know'](#).

Then view the short films for free at www.marcusbuckingham.com

ACTION STEP: What did you do that no one else could have done today?



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DAY 10

The Fuel for Today's Journey

"You can't leap a chasm in two bounds"

Chinese proverb

Today's Checkpoints On The Road To Success

Master the Mindset

The most important thing you can do now is act:

- 1) The Eighth Failing of Really Useless Leaders is Procrastination
- 2) If you don't do anything, or don't do anything differently, as a result of working through this programme you have wasted your time – build on the investment
- 3) Find a mentor inside the company, who can teach you the ropes and help you survive
- 4) Find a mentor outside the company who will develop you as a leader – he or she will help you succeed
- 5) Start building networks inside and – more importantly – outside the company. Be the manager bringing new ideas into the business.

For further exploration

Don't miss out – make sure you've joined the VIP Priority list at www.deathofleadership.com. There are already many hours of free training materials there for you. And there's much more to come. [Click the link now.](#)

ACTION STEP: What did you start today?



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The End of the Road... But the Beginning of Your Journey

Congratulations!

Thank you for taking part in the Death of Leadership Roadtrip with me.

Do please get in touch with me at the DeathofLeadership.com and let me know how you did.

Also, there is news coming on Day 11 that I can't tell you about here. Just visit the [Death of Leadership](http://DeathofLeadership.com) site on Day 11 to find out the news.

Stay tuned to www.deathofleadership.com for all your inside VIP access.

I'll see you on the road to success.
Your fellow traveller...



Steven Sonsino

Comment now on the blog at
www.deathofleadership.com