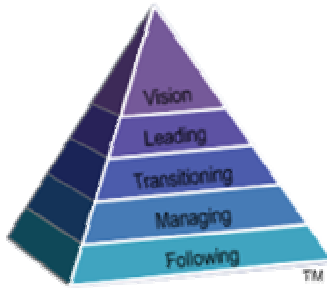




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Website

Please visit our website at <http://www.following2leading.com> for the latest information on *Learning to Lead from the Ground Up*™.

If you would like to schedule an in-house workshop please send your request to: inquiries@following2leading.com

Internal Leadership Development

Organizations are always looking for ways to identify those front line employees that demonstrate leadership potential. The challenge in identifying the right employees is determining which qualities you should really be looking for. Different people will have different opinions, but we believe organizational culture, behavioral focus, and long term commitment are the keys to long term success in moving your business forward. Internal leadership development is a great way to not only foster high morale among employees but position the organization to mine the best leaders. Our keys to identifying potential leaders are:

1. Understanding organizational culture-When employees understand and recognize organization culture as a critical part of the company, they will be effective in helping others immerse themselves into the culture. Employees that get others to follow the culture, demonstrate a high level of organizational commitment.
2. Focus on behaviors more than technical skills-While technical skills are important, identifying those individuals that consistently support the organization's values and apply those values to their relationships with other employees is important. In most cases, you can teach the technical skills.
3. Select employees who will be committed for the long run-Identifying individuals who are willing to commit to long term organizational success can be the most important factor in mining leaders from followers. Longevity not only brings consistency and historical context to the organization, it demonstrates a level of loyalty that other employees will come to appreciate.

Leadership Pyramid

Our Leadership Pyramid is a philosophy that evolved from research and observation of successful leaders that have worked their way from the rank and file of front line employees. During their journeys, these visionaries will have consciously or subconsciously traversed all levels of the pyramid. At the pinnacle, they will guide successful organizations and inspire new generations of leaders. The leadership pyramid model assists employees that want to become successful leaders but are not sure how to get started. It provides them with a road map for beginning on the path and successfully navigating the challenges along the way.

Book Availability

The Art of Following: Building the Foundation for the Leadership Pyramid has arrived! Here is a summary of what's inside:

The Art of Following can take a lifetime to master. But this is the foundation of the "Leadership Pyramid." You have to understand the perspective of a follower for you to become a good leader. If your passion is for leadership, being an effective follower is not going to be easy. There are so many leaders these days that lose sight of the importance of following. That's why leadership coach and author Jennifer Streeter offers you this book to provide insight into the importance of continuing to be a good follower - even though you may already be a leader or are moving into a leadership position.

You may have worked with leaders both superb and abysmal. Perhaps, you have hoped that the great ones would always be there, and you may have wanted to escape the bad ones. The different leaders you have encountered triggered various feelings in you, which affected your ability to follow them. You reflect and ask yourself if those leaders have been good followers. Then, you realize the importance of being both a good follower and a good leader. For you to be an effective leader, you have to learn and master *The Art of Following*.

The book is available at [our store](#) and major booksellers, or you can purchase and download an electronic version for your [iTunes device](#) or your [Kindle](#).

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