

In today's incredibly fast paced and increasingly competitive business world, the importance of a leader focused on being ***truly effective*** matters more than ever. Let's face it: leadership is a results contest. What does that mean? It means clarity, focus, and execution matter to a leader's career. In my experience, winners who get consistent, real results start with a powerful strategic plan fueled by a clear vision, constant re-evaluation and readjustment, true insight into what's really happening around them, and a supportive team focused on executing and bringing out the best in their leader.

This ***Leadership Effectiveness Passport***, based on my over two decades of coaching many of the world's top CEOs and high achievers, outlines 25 areas of focus to be more effective. It is easy to use and was designed intentionally for the busy leader. It can uncover *Blind Spots*, reframe how you invest your time, see the world around you, and accelerate your success to new and exciting levels!

Serving the best,

A handwritten signature in black ink, appearing to read "Jon", with a long, sweeping diagonal stroke above it.

Executive Focus and Clarity

1	Strategic Planning	
2	Visioning	
3	Self SWOT (Strengths, Weaknesses, Opportunities, Threats)	
4	Benchmarking	
5	Competitive Comparison (Awareness)	

Strength in Decision Making

6	Professional Branding	
7	Health and Energy Management	
8	Feeding Your Mind	
9	Prioritization (HLAs)	
10	Reality vs. Numbers (Managing KPIs/CSFs)	

Presentation/Communication

11	Meeting Effectiveness	
12	Presentation Ready™	
13	Personality Profiling	
14	Information Management	
15	Team Huddles	

Leading a Strong Team

16	Performance Standards	
17	Mentoring	
18	People Influence	
19	Advisors (Use of)	
20	Culture (High Performing Teaming)	

People Power

21	Assistant Effectiveness	
22	Time Saving Team (Time Management)	
23	Networking/Connections	
24	Social Capital (<i>Favors in Advance</i>)	
25	Stuff Management	

TOTAL

--

Take a couple of minutes to review each of these 25 topics and give yourself a quick rating between 1 and 4, whole or partial numbers, in each box to the right. Then total all to give yourself an overall rating. Finally, circle the three to five areas you're most intentional about improving. These topics can become your High Focus Areas as you read through this powerful tool.

Executive Focus & Clarity

Craft a Strategic Plan tied to a simple well thought out vision – and a system for ensuring all team members understand and are constantly reminded.

The truly successful and effective consistently have an updated and well thought out vision, which is documented and tied to five to ten high level *Focus Areas* or objectives. The planning tool should be user friendly, thin, action oriented, tagged to responsible parties for maximizing accountability, and of course targeted to deadlines. This tool should be simply constructed and easy to use, in order to facilitate quick and efficient cascade to all team members with the appropriate detail.

A well-crafted strategic plan naturally becomes a system that ensures all team members understand the vision and the effort needed to execute and reach the focused objectives.

1 Strategic Planning

***A powerful and well thought out
Strategic Plan ensures clarity, focus,
and execution.***

Create Vision Model/Tools that are a representation of the vision and a trigger or reminder of an organization's priorities.

Many leaders build a tool that can be used and shared with other leaders throughout the organization. It can be used at onboarding so that new team members are quickly aligned. It's more than a written strategic plan; it's a tool that gives an organization leverage and helps insure consistency, inspiration, and focus.

A vision model could be an infographic, a chart, a motivational poster, or even just a simple PowerPoint.

2 Visioning

A cascadeable Vision Model brings clarity and consistency to an organization's ability to make a vision a reality.

Conduct a SWOT/MOLO exercise, during which you evaluate your strengths and weaknesses as well as what you want to do more of and less of, two or three times a year.

Strong leaders take fierce stock of their positions -- personally, professionally, and organizationally.

A regular evaluation of strengths (things to exploit), weaknesses (things to address), opportunities (things to seize), and threats (things to counter) creates better insight and clarity into both being an exceptional leader.

Time and energy are so important for maximizing performance. An evaluation of what should be done *More Often* and *Less Often* will ensure time is best invested on proactive, productive *High Leverage Activities* (HLAs) instead of on time-wasting, less effective tasks. Top leaders model self-reflection and continuous improvement.

3 Self SWOT

***Constantly taking a look at yourself
(and having your leaders do the
same) can dramatically accelerate a
leader's growth.***

Perform Benchmarking and look at best practices, modeling part or all to grow effectiveness.

Effective leaders want to grow and expand as professionals while also taking their team and organization to higher levels of results.

Benchmarking can be done by leveraging mentors, exploring industry best practices, and modeling, and should be part of a system set up so constant best trends, practices, technology, etc. are being served up so top leadership can make better decisions. Benchmarking can also come from reading and studying reports, research, and impactful books authored by authorities.

4 Benchmarking

Benchmarking will grow your effectiveness, period!

Create a Competitive/Comparison Matrix document/system to inform teams as needed, keeping up with trends, sweet spots, and industry best practices.

Top leaders know their competition as well as they know their own business. Creating a data-rich competitive comparison document provides quick insight into market position and trends, strengths and weaknesses, and opportunities for change or advantage. This document should be updated regularly and can be shared with the organization, creating more mental synergy and team focus.

5 Competitive Comparison

A Competitive Comparison Matrix keeps effective leaders and their teams informed, sharp, and more ready to make effective decisions.

Strength in Decision Making

Remember that *Strategic Presence* is the strategic approach to one's Professional Brand.

For an effective leader, taking a strategic approach to professional branding can be just as important as that of the company's branding. In today's social media-focused world, leaders are easily examined and investigated with the quick click of a mouse.

Thoughtfully crafting the presence you project will ensure those important first impressions have the right impact and results on investors/the street, new team members, other departments, and of course clients and customers. Know what your image projects, what drives you, and what your business priorities are. People follow and execute for strong leaders.

6 Professional Branding

Taking a strategic approach to one's Professional Brand ensures the right strategic reputation is built.

Keep Health/Energy Management top of mind to permit you to be ready for success.

Success starts with awareness, followed by knowledge, then a healthful and energetic lifestyle. Healthy people drive results! We are all creatures of habit and many fail to develop the right habits in this area. Too many people do not think about the consequences of those habits. You need to expand your awareness of what you need to do to improve your health, then develop the right habits.

There are so many parts to this puzzle: stress management, diet, exercise (cardio, resistance, balance, and stretching), removing toxins from your life, visualization, sleep, and even saying “no” to many things are essential. A leader’s health routine matters!

.

7 Health and Energy Management

Managing health and energy will help you operate at peak performance for the top opportunities.

Focus on Feeding Your Mind and growing, learning, and avoiding stagnation.

Powerful leaders who get real results avoid stagnation by seeking constant fresh inputs and self-improvement. New information can be gathered through reading trade and industry magazines, newspapers, books, and other publications – including brief recaps or abstracts that save time by condensing information.

Coaches and mentors are also a great way to learn and grow. By listening to and observing the habits of those more successful than yourself in selected areas and then modeling that behavior, you will constantly elevate your levels of thought, skill, process, and tools.

8 Feeding Your Mind

Feeding your mind ensures you are constantly incorporating innovation, growth, and new learning into your life.

Understand Prioritization, or what matters most personally as well as organizationally.

You only have so much time and that holds true for everyone in your value chain. You must constantly evaluate what will move the needle farther and faster.

An effective leader knows clearly their High Leverage Activities (HLAs), or tasks that have the most impact on results and therefore have the greatest value to an organization. These leaders communicate these HLAs to their team, and share what each person wants and can do to execute.

9 Prioritization (HLAs)

Prioritizing tasks and determining the most valuable use of your time-spend helps ensure you are executing on your High Leverage Activities.

Measure Reality vs. Numbers and know what the metrics really mean.

The successful leader needs to identify and measure Critical Success Factors (CSFs) or Key Performance Indicators (KPIs) tied to the strategic plan. Utilizing a customized dashboard that shows the real daily, weekly, and monthly results is a must. Visibility into true effectiveness will permit more nimble and targeted decision-making.

Remember that the numbers represent *action* or *lack of action* by people operating within systems. Knowing that something is late is important, but knowing WHY it is late enables corrective action. Keep in mind that humans are behind the numbers and set realistic goals.

10 Reality vs. Numbers

Being truthfully informed with timely and accurate information versus just viewing standard metrics can be the difference between winning and losing.

Presentation/Communication

**Know that Meeting Effectiveness is a must
for high performing teams.**

Holding effective meetings is part of the culture that is managed by the top leadership. What strong leaders *do*, others model. Inefficient meetings are a tremendous time-waster – and wasting time is not a habit of an effective leader. A leader's culture is strongly influenced by how effective meetings are.

This includes ensuring all meeting invitations have a why, and that the actual meetings themselves have strong objectives. Also important is developing a clear agenda tied to those objectives, as is ensuring the right people are in the right room for the right amount of time. Finally, clear actions should end each meeting.

11 Meeting Effectiveness

Meeting Effectiveness impacts your focus, culture, and results.

Be Presentation Ready and have tools and messaging thought through for all opportunities to impact results through communicating with others.

Leaders can never be at a loss for the *right* words. Preparing in advance builds presentation confidence and creates better results. Managing your *Presentation Universe*, or all of the opportunities to communicate with others to achieve a predetermined objective, is key to *Communication Mastery*.

Know what opportunities have the greatest impact on the results you seek – board meetings, impromptu meetings, one on ones, etc. – and plan for them strategically and with strength using the Meeting Magic model above. For more information, read my book *The Secrets of Meeting Magic Revealed*.

12 Presentation Ready™

Being Presentation Ready (tools and message) prepares you for every potential meeting or opportunity to impact others.

Leverage insight gained from Personality Profiles (i.e., DISC).

Understanding and leveraging personality assessments helps a leader understand themselves better. Additionally, it helps them understand their team members.

Knowing the personality types and communication styles and preferences of your team (and ensuring they know yours!) goes a long way toward having effective meetings and sharing synergy to reach objectives.

13 Personality Profiling

Personality Profile understanding is valuable during hiring, motivating, negotiating, and virtually any interaction; after all, “Life Is A Series Of Presentations!”

Gather Information on a regular basis so that you're in a strong position.

First, know what you need to know. You can't know everything; time is limited, so build an information model that ensures you get the right information. Developing a team that is constantly feeding you new information will ensure you are continually poised to make effective, smart decisions.

Whether this is insight into your own organization, the competition, or areas of interest/research, keeping abreast of those important data points is a key distinction and descriptor of an effective leader.

14 Information Management

***Getting the information you need
quickly and reliably helps make
better decisions.***

Use Team Huddles to give a consistent re-calibrating of the team.

Winning coaches and winning teams know the importance of huddles, just as effective leaders do.

A strong leader will meet in person, by phone, or electronically to help align their team members. Cultivating the daily habit of holding consistent, short, daily meetings for team calibration and synchronicity creates sharp focus and produces better results. Holding the impromptu huddle can be rewarding, too; it gives you the chance to hear unrehearsed responses.

15 **Team Huddles**

Team Huddles synchronize focus and clarify priorities.

Leading a Strong Team

Develop Performance Standards for yourself and those around you, especially your direct reports.

When people know what is expected of them, they are more likely to meet objectives and have greater satisfaction while doing so. Having these standards in written form keeps the focus at the highest levels, and of course permits new people who join to quickly ramp up and understand how best to be a part of the team.

When formulating your standards, write down things in words that will allow the reader to think like you think. This helps ensure expectations are met and compresses onboarding for new people joining your organization.

16 Performance Standards

Performance Standards help people think like the leader and shortens the learning curve for new team members.

Leverage Mentoring for up and comers, truly supporting those you lead.

Ask winning coaches about the importance of bench strength! Having potent bench strength is essential for an effective business team, because things often change and situations need a nimble response. A leader that takes the time and spends the energy to support and mentor those around them can create win-win situations for everyone involved in the vision.

Transferring knowledge to others on the team is more than simple cross-training; this is an opportunity to prepare for future gaps and build leaders of tomorrow.

17 Mentoring

***Mentoring and truly supporting those
you lead builds organizational
morale, energy, and tremendous
bench strength.***

Positively touch People of Influence (POI), those individuals who have the most influence on your results.

Strong leaders know who in their life really matter along the path to results. These *People of Influence* can make all the difference between success and a lack thereof, and they should be focused on.

Whether it's keeping in touch, remembering their birthdays and sending a personalized gift, or doing *Favors In Advance* (one of my personal standards), a leader's effectiveness can often hinge on these acts. Creating wins for these special people in your life will inevitably create wins for you, immediately, midterm, or down the road.

18 People Influence

People of Influence have the biggest effect on your objectives; these relationships should be intentionally nurtured.

Identify Advisors (your special Life Team members) to help guide, stimulate, and bring fresh ideas and perspectives to your world.

A Life Team, or group of hand-picked individuals who matter along the path to results, can make or break a leader's success. An informal board is a must for top performing leaders who want to remove blind spots and gather insights, wisdom, and discoveries that matter. Your team could include your executive assistant, coach, mentors, colleagues, readers, CPA, etc.

Let me repeat: the truly successful cultivate advisors to provide guidance, stimulation, and fresh ideas and perspectives. Note: some are paid, some you trade.

19 **Advisors**

***Trusted Advisors and a close team
can be the secret ingredient to
leverage for real results.***

**Build a dynamic Culture that supports your vision
and allows for empowered execution.**

A dynamic culture is a key to achieving real results in today's fast paced world. Effective leaders constantly reinforce the importance of creating team synergy, constantly improving, building trust, taking accountability, and fostering clear communication as part of their everyday culture and performance standards.

Take the time to clearly outline what your expected culture is, and share that with the entire organization through a variety of tools and presentations. This will create buy-in and support. Once you define what you want, your team can work in better harmony, focus on getting results, and make your vision become a reality.

***An effective Culture is composed of
team synergy, continual
improvement, trust, accountability,
and open communication.***

People Power

Increase your Assistant Effectiveness, including your personal staff, travel agent, researchers, financial advisors, etc.

An executive's success and effectiveness level, rises or falls with his or her assistant's ability to proactively and powerfully manage the following areas of support:

1. Presentation/Communications Management
2. Office and Desk Management
3. Calendaring, Scheduling Appointments & Proactive Management
4. Executive Focus and Clarity
5. Travel/Events
6. Saving Time
7. Personal Development

21 Assistant Effectiveness

Assistant Effectiveness directly affects the effectiveness of the executive he or she supports.

Utilize a Time Saving Team to conserve energy to allow you to negotiate, inspire, strategize, and lead more effectively.

We've all got the same number of hours in a week: 168. While you can't have extra hours, you certainly can buy time. A big one for many is utilizing a driver(s) so that you can better invest that time working, connecting, or even just *thinking* in the back seat. A quick researcher can create Smart Reports to give you a one-sheet overview of topics of interest. Work with a travel agent who knows your preferences and can line up all the details.

Top leaders today have to be on the move. Save time along the way *every day*.

22 Time Saving Team

A Time Saving Team will free up hours to allow you to better focus on tasks with the most impact.

Have a system for building and nourishing new opportunities for Networking/Connections.

Leaders and executives come into contact with and meet hundreds, if not thousands, of new people every year. Because people give you intelligence and insights, open doors, and allow you to execute faster, have a system (database, Rolodex) for storing and nourishing these relationships.

Look for ways to help your new connections win quickly and constantly. This is a huge leverage opportunity.

23 Networking/Connections

***Building a system for nourishing
Networking / Connections will keep
you at the top of your game.***

Build Social Capital by doing positive things for people in your world in advance in order to have a "bank account" to request favors and actions, even ideas and reviews.

Building a bank account of favors done in advance is a form of valuable social capital. People want to help those who have helped them, so look for ways to give others what they want. Take the time to ask about these wants and needs, and document them in a way that makes it easy for you to follow through.

This social capital can dramatically impact your power!

24 Social Capital

***Building Social Capital positions you
to request favors and actions
from others.***

Develop a system for Stuff Management to handle inflow; sorting, organizing, and retrieval is a foundation to a strong leader's ability to execute with speed.

Today's world is no longer traditional. Your desktop can be your briefcase, car, plane, computer, iPad, and even your phone.

Busy leaders have a constant influx of **stuff**: information, paperwork, material, email, voice mail, and reports. Leveraging a clear system with your people for dealing with incoming data of all types helps keep the focus on the most valuable activities that more greatly affect the bottom line.

25 Stuff Management

Stuff Management: be a river, not a reservoir.

About Tony

Tony is often referred to as The RESULTS Guy™, strategist, author, and thought leader.

Tony coaches the most accomplished people in the world, including presidents of: TGI Friday's, Texaco, American Airlines, HP, Samsung, and New York Life.



Tony practices his business mantra, “Give Value... Do More Than is Expected,” as he coaches, speaks, and facilitates strategy sessions for his special clients.

Tony works from his private Studio on his estate in the Dallas/Fort Worth area where he lives with his wife of over 20 years and his two teenage daughters, with whom he has also co-authored.

What We Can Do For You

Strategic Acceleration

Let us work with you to develop a customized strategic plan for more clarity, focus, and execution – hence more accelerated results! We facilitate three-day meetings in a single day (compression) to get the right results, faster.

Communication/Presentation Mastery™

Grow your business faster through Tony's unique trademarked Presentation Strategy Methodology.

Results Coaching

Tony has coached the world's top CEOs and earners (i.e., presidents of Walmart, Sam's Club, Ford, Shell, Firestone). We only take on 10 special leaders a year, and Tony supercharges their effectiveness, careers, and results.

Strategic Acceleration Studio

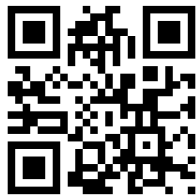
Experience Tony's private Strategic Acceleration facility on his estate in DFW, Texas...have at your fingertips two decades of best practices, processes, and tools for accelerating dramatic, sustained results in your organization, no matter the size.

Culture-Changing Webinars

Most organizations struggle with ineffective/wasteful meetings and sloppy/poor email standards, resulting in wasted time, poor morale and even burnout. The cost? Failure of top performance.

Tony has taken his unique expertise, decades of experience and developed two powerful, culture changing 45-60 minute web trainings on these two subjects. Each can save thousands of non-productive hours for an organization and greatly impact results. Let us impact your culture with only two hours of invested time.

**Let's talk now - contact us at 817.430.9422 or
mastery@tonyjeary.com
www.tonyjeary.com**



**Scan the QR code with
your smart phone for
additional resources.**

Testimonials

"I feel 10 years smarter. Listening to what you had to say, and processing what I heard, will have a lasting imprint on how I interact with people and approach strategies and tasks. Just brilliant stuff."

- Mark Snow, HRD Press

"Thanks for letting us into your world so generously. It was inspiring to experience the day with you. Your family is very fortunate to have you as a father, a husband and a son."

- Reagan Cheng, Designing Your Own Life, Mastermind, attendee

"You rock!! Video was awesome-my survey results, tops! Thank you sooo much."

- Stuart Johnson, Owner SUCCESS Magazine

"You are a true Master. We have seen and worked with the best. We received extreme value from our day together...the best investment we have made in years."

- Keith & Sandi Cunningham, *Keys To the Vault*

"I swear I got more mileage from the money I spent with you than probably any money I've ever spent. I'm still using the tactics years later. Thanks again."

- David Lesh, EO Board Member

"Tony helped me personally and my organization to clarify what's important and increase my tempo. I needed to align my business vertically from vision to daily task."

- Mitchell Allen, Entrepreneur