



Building Excellence

Leading with Motivational Intelligence (Mq)TM

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ALL
*of these problems can be solved **only** through*
STRONGER LEADERSHIP

900%
↓
How much
“well-led” teams
OUT PERFORM
their peers*

**Result of a 10-year study, Harvard 2011*

Q:

How do great Leaders develop
Peak Performing Teams?

A:

*Not just by telling people what they need to be doing
more or less of.*

If you want to change the way your team is moving...



— **FIRST** —
you have to
CHANGE
the way they



WHY?

“

*Watch your thoughts, they become your words.
Watch your words, they become your actions.
Watch your actions, they become your habits.
Watch your habits, they become your character.
Watch your character, it becomes your destiny.*

Ralph Waldo Emerson

FACT: 52% of workers *don't think* they are doing their **best work.**

*Kelly 2013

**BOTTOM
LINE:
MOTIVATIONAL
INTELLIGENCE
(MQ)**

Drive Actions

“

What you
THINK, you
BECOME.

Gautama Buddha
430 BC

Strong Results



Actions



Beliefs/Mindset/Mq

Strong Team Results only come when people consistently take the...



Right Actions

But people will never take the Right Actions if they have the wrong...



Beliefs/Mindset/Mq

So...

Better Actions **must start** by raising Motivational Intelligence (Mq)

But...

Why does **Mq** Matter Most?

This is what **higher Motivational Intelligence** looks like in people:





Great Leaders Leverage Motivational Intelligence on 2 Critical Levels:
Skills & Mindset

Strong Results

Actions

Beliefs/Mindset

1. **Great Managers:** They use Motivational Intelligence (**M_q**) to focus employees on executing the Highest Payoff Activities of their role.

2. **Great Leaders:** They use Motivational Intelligence (**M_q**) to develop the mindset that drives all success.

Coaching to **M_q**

2 Levels of Impact

Mentoring to **M_q**

2logical's *Leading with Motivational Intelligence™* teaches Leaders to master
2 LEVELS OF IMPACT



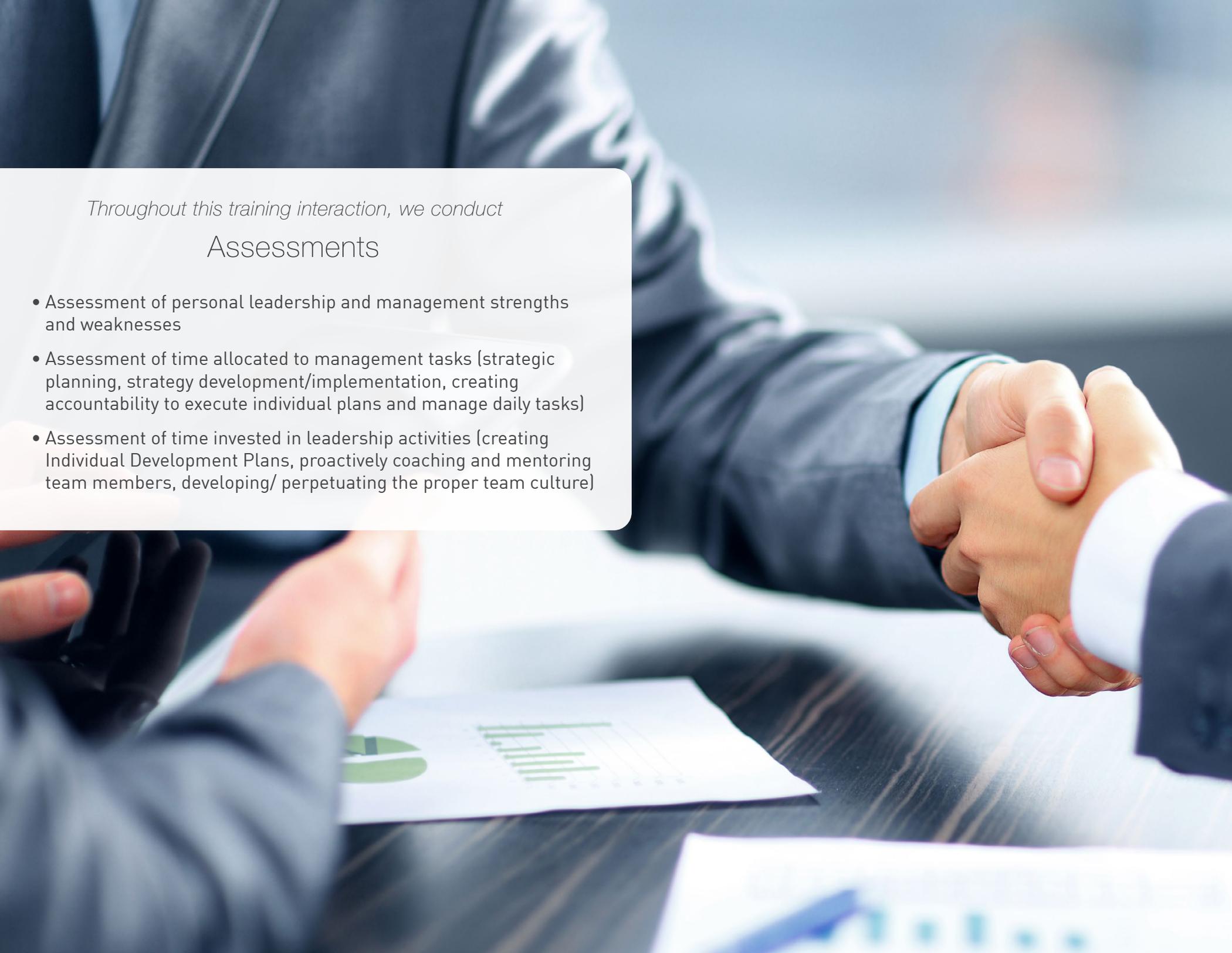
Essential Topics Covered in this Workshop:

Managing with **Mq**

- Defining and communicating goals in a way that engages and inspires action.
- Gaining meaningful traction around key strategies and objectives.
- Identifying the High Payoff Activities for any role and coaching to them.
- Creating an alignment and execution-focus.
- Setting expectations to improve results across the team.
- Establishing an impactful rewards and recognition process that motivates and inspires.

Leading with **Mq**

- Breaking the litany of excuses and creating accountability within every member of the team.
- Significantly increasing buy-in.
- Fostering rapid adaptability/agility within the team.
- Developing a resilient and focused team culture that dramatically increases performance.
- Breaking the cycle of reactive firefighting and creating proactive execution.
- Overcoming the debilitating resistance to change and increasing engagement.

A background image showing a business meeting. In the foreground, a person's hand is visible, holding a pen over a document with a bar chart. In the mid-ground, two people in business suits are shaking hands. The background is a blurred office setting.

Throughout this training interaction, we conduct

Assessments

- Assessment of personal leadership and management strengths and weaknesses
- Assessment of time allocated to management tasks (strategic planning, strategy development/implementation, creating accountability to execute individual plans and manage daily tasks)
- Assessment of time invested in leadership activities (creating Individual Development Plans, proactively coaching and mentoring team members, developing/ perpetuating the proper team culture)



We implement winning

Plans & Strategies

- Development of a plan to dramatically enhance interpersonal communication skills, coupled with powerful insights regarding specifically what to communicate, when to communicate it, how often to communicate it and to whom it should be communicated.
- Creation of a comprehensive Individual Development Plan that defines the exact steps and strategies to become a more effective manager and leader.
- Development of a plan for a reward and recognition system to foster increased employee engagement, purpose, and loyalty.
- Development of a strategy to positively impact the key drivers of an optimal team culture.
- Development of a strategy to break down internal organizational silos and foster better internal collaboration and partnering.

We teach easy-to-use

Mq Tools for Leaders

- Tools to Drive Responsibility and Ownership of competencies.
- Insight to create open-mindedness, adaptability and confidence needed to drive reflection, learning, and adoption of best practices.
- Tools to create persistence and diligence needed to practice and master competencies.
- Tools to increase initiative and self-motivation across the team.
- Techniques to mentor/coach team members past their comfort zones and self-limiting fears so that they will embrace the changes and adopt the new skills/strategies.
- A dedicated plan for what to start doing, stop doing, and continue doing from a leadership, management, mentoring and coaching perspective.
- Insight, techniques, and understanding of how to create a winning team culture.
- Proven strategies to facilitate better communication and collaboration.



What participants say about 2logical's Leading with Motivational Intelligence™

First, thanks for leading our class last week. It's clear that you have a passion for helping people and I can say without a doubt that you've had a significant impact on myself and the rest of my team. I've had a number of leadership classes in my career including courses developed for IBM (where I worked for 7 years) as well as a course at Harvard. I can easily say that I have more actionable take-aways from this course than any I've had previously. At the end of the day, it's all about what you do after the learning and your teaching prepared us well to act - thank you for that.

**Director, HCC Sales
Baker Hughes | US Land**

This has completely changed my outlook on my responsibilities as a manager/leader. In 26 years with Pfizer, I have never participated in a program that has as profoundly changed my perspective on my role, my responsibilities and my ability to positively impact my team.

**Director of Business Services
Pfizer**

Thank you very much for all the leadership insight you provided last week. Even in this short time I have noticed a dramatic change in how I look at and address certain situations. Going in to last week, I was not really sure what to expect, but I can tell you I didn't think I would be provided with so many lessons to better myself as a leader inside and outside of the work place. Yet that is exactly what happened. Once again, I cannot thank you enough. It was a joy to be in the class.

**District Operations Manager
GE Oil & Gas**

In all of the years I have been through courses and training (both sales and management), I have never been through a course that caused me to think more. I have learned tools that are immediately applicable. I cannot believe how much I took away from this course. It was, by far, the best training class that I have taken in 29 years at P&G. Very relevant and inspiring. I will most certainly use this in my everyday management activities.

**Vice President of Sales
Procter & Gamble**

Thank you so much for our amazing leadership training last week. To say that it was a life changing experience may seem over the top, but it is the absolute truth, both personally and professionally. I know that I walked away as a more conscious human being and leader. I am so excited and eager to implement what I learned to become a more successful, impactful leader and share that information and passion to help others grow and develop as well.

**District Manager
L'Oréal USA**

I just wanted to drop you a note to say thank you once again for the terrific leadership training we just went through in Chicago. Without a doubt it was the best leadership or Management class I've ever been a part of. Very informative and eye opening to learn about being a leader versus being a manager.

**On Premise Manager
Constellation Brands**

My Leadership Staff and I would like to Thank you for investing in us with the 2logical Leadership training this week. We believe this training has changed us in many ways. There are times in your life when you can mark something that has had such an impact on you. This is one of those times. It's hard to express in words what all of us feel in our hearts. This method of training reached into our hearts, where we believe, where the things we stand for exists, that drive us in doing the things we do. This way of teaching gets to very core of you.

**Regional Director
BlueCross BlueShield**

The Companies that Leverage 2logical:

