

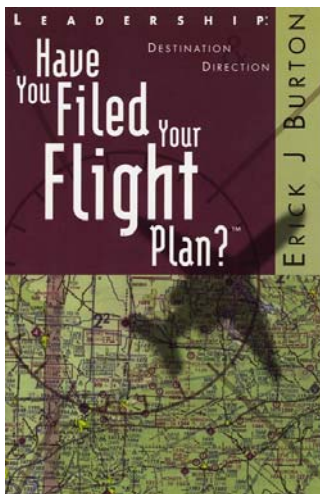
Erick Burton, CSP

Powerful, positive, and practical is how Erick Burton is frequently described. Erick Burton is known as the “*The Leadership Accelerator*™.” As President of Burton Resources, Erick has partnered with hundreds of corporations and associations as a professional speaker, facilitator, executive coach, and author. He equips people with practical tools that enable their organization to succeed.

There are no barriers for Erick in the various ways he motivates people. As a division director for a fast-growing Fortune 500 company in the United States, Erick led his division to an annualized growth rate of 350%, proving his practical, hands-on approach.

He is the founder of the Burton Leadership Center, a 28-acre facility near Kansas City, Missouri. It features a Leadership Course designed to develop organizational and personal leadership.

Erick Burton’s expertise in leadership acceleration is included in his interactive book on leadership and in a personalized leadership assessment called “The Leadership Accelerator™.”



Leadership Behavior Assessment generates a 14-page report on you.



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Balancing Managerial Roles

“Brilliant thoughts are disentangled through the lips by sharing and through the fingertips by writing.”

-Erick Burton

A pessimist is one who makes difficulties of his opportunities and an optimist is one who makes opportunities of his difficulties.

-Harry Truman, American President (b. 1884)

“History will be kind to me for I intend to write it.”

-Winston Churchill

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

-Mark Twain

"Life is like a ten-speed bicycle. Most of us have gears we never use."

-Charles M. Schulz

"When you come to the edge of all the light you know, and are about to step off into the darkness of the unknown, faith is knowing one of two things will happen: Either there will be something solid to stand on, or you will be taught to fly."

-Anon.



Stress Test

American study from 1967 by Dr. Thomas Holmes and Dr. Richard H. Rahe.

Circle the number of any of these events that happened to YOU in the LAST YEAR.

	<u>Life-Change Units</u>
Death of a spouse.....	(100)
Divorce.....	(73)
Marital separation.....	(65)
Detention in jail or other institution.....	(63)
Death of a close family member.....	(63)
Major personal injury or illness.....	(53)
Marriage.....	(50)
Being fired at work.....	(47)
Marital reconciliation.....	(45)
Retirement from work.....	(45)
Major change in health or behavior of a family member.....	(44)
Pregnancy.....	(40)
Sexual difficulty.....	(40)
Gaining a new family member by birth, adoption, remarriage.....	(39)
Major business readjustments.....	(39)
Major change in financial state.....	(38)
Death of a close friend.....	(37)
Change to a different line of work.....	(36)
Major increase to number of arguments with your spouse.....	(35)
Taking on a mortgage.....	(31)
Foreclosure on a mortgage or loan.....	(30)
Major change in responsibilities at work(promotion, transfer...).	(29)
Son or daughter leaving home.....	(29)
In-law troubles.....	(29)
Outstanding personal achievement.....	(28)
Spouse beginning or ceasing work outside the home.....	(26)
Going back to school.....	(26)
Major change in living condition (building new home, remodel...).	(25)
Revision of personal habits.....	(24)
Troubles with supervisor, boss, superiors.....	(23)
Major changes in working hours or conditions.....	(25)
Change in residence.....	(20)
Change to new school.....	(20)
Major change in usual amount of recreation.....	(19)
Major change in church activities.....	(19)
Major change in social activities.....	(18)
Purchasing a car, or other big purchases.....	(17)
Major change in sleeping habits.....	(16)
Major change in number of family get-togethers.....	(15)
Major change in eating habits.....	(15)
Vacation.....	(13)
Christmas or holiday observances.....	(12)
Minor violations of the law (traffic tickets).....	(11)

Below 150=____% 150-300=____% Over 300=____% TOTAL _____



MANAGER VS. LEADER

Leaders rely on relationship power more than managers do. The traditional functions of management - planning, organizing, directing, and controlling - were adequate for success in simpler times when changes were not as dramatic, when customers were less discerning, and when employees were more traditional. Not so today.

As pointed out in *21st Century Leadership, as we progress toward the 21st Century, while aspects of management will still be very necessary, there will be a tremendous premium on leadership.*" Just what is the distinction? Lawrence M. Miller, President of The Miller Consulting Group, begins to touch upon that distinction:

"We need less management and more leadership. There are very distinct qualitative differences. Management assumes controlling, directing, checking. There is a specialty to management: there is an assumption of authority and control in management. Leadership is a very different quality - it involves creating direction through vision, direction through inspiration, direction through example, as opposed to direction through control. "~

We need to take a new look at how we influence others to get results. The habits we formed in the past may not work in the future. To be successful in the future, we need to operate more as a leader than a manager.

"If you're going to lead a system or change a society, you above all need to reach out, empower other people, draw them in and make them feel a part of the movement that you're creating. Make them feel critical to the success of the movement. Empowerment and effective coalition building are requisites for the successful 21st century leader."

Hedrick L. Smith

Being open to possibly being *wrong* is a critical trait for a 21st century leader.

"Leadership has to involve other people. It has to involve motivating them to achieve their vision. Now, to do that requires a special state of mind. If you are really going to achieve something great, you have to be ready to be wrong, because leading, when it tends to be useful involves risks. You are not always right and you can't worry about that. And looking good is a time-related issue. As we have shorter time to do things, looking good versus really achieving vision may be contradictory. "

Roger W. Johnson

*Chairman, President and CEO
Western Digital Corporation*



Relationship Power

"Leadership is a process, a set of attributes that stems not so much from the ability to wield formal authority or to assert power, but the ability to get people to listen and follow."

Robert B. Reich

Effective leaders are excellent at developing relationships. What is relationship power? We have all probably at some time in our work history been influenced by relationship power. Think of a boss or even a peer who worked with you in such a way that you really wanted to do your best for him or her. What did they do that created such a positive environment?

"Leadership: The art of getting someone else to do something you want done because he wants to do it"

Dwight David Eisenhower

Relationship power is a critical leadership skill that will be necessary in order to be an effective leader in the 21st century. Here is how a few leaders define these skills:

"An essential aspect of leadership is interpersonal skills, relating with and understanding people. In the more traditional definition, leadership' requires follower-ship'. Yet the notions of hierarchies and station, by virtue of position, are obviously breaking down. Leaders of the future will have to be the quintessential examples of team workers, motivators of people, and appreciators of others' ideas. Leaders will simply need to bring out the best in everyone. "

Brenda J. Wilson

Former Chancellor of university of Michigan-Dearborn, and Current President of California State University Northridge

"To be a leader for the next century, you must be able to bring out the _____ in people. You must be able to motivate people. You have to shift from a military archetype to a teacher or facilitator archetype. You have to have humility. Humility says, I don't have to act like a big shot, like I have got all the answers. I can ask you what your answers are, what your ideas are. And I can be open.' Openness is really important. "

Patricia Aburdene

Co-author of Megatrends 2000 and Megatrends for Women



The Greatest Leader with Balance: _____

The admired characteristic is: _____

Your Balancing Effectiveness Rating: 15.....10

Your Individual Traits: (Circle your dominant 5)

Demanding	Convincing	Relaxed	Worrisome
Resistant to change	Careful	Non-demonstrative	Dependent
Cautious	Enthusiastic	Passive	Conventional
Exacting	Patient	Neat	Possessive
Systematic	Diplomatic	Predictable	Accurate
Consistent	Tactful	Deliberate	Steady
Open-minded	Stable	Balanced judgment	Conservative
Reflective	Calculating	Factual	Cooperative
Calculating	Hesitant	Skeptical	Low-keyed
Unsure	Logical	Cautious	Suspicious
Opinionated	Matter-of-fact	Pressure-oriented	Unsystematic
Mild	Eager	Agreeable	Flexible
Uninhibited	Pessimistic	Impulsive	Arbitrary
Peaceful	Impetuous	Creative	Magnetic
others _____	_____	_____	_____

New Model for 21st Century Leadership

Source: 21st Century Leadership, McFarland

Earlier Way

- Controlling People
- Demanding Compliance
- Focusing on numbers and tasks
- Changing by crisis
- Internally competitive
- Centralizing Authority

Current/Future Way

- Empowering People
- Gaining Commitment
- Focusing on quality, service, customers
- Continuously innovating
- Globally competitive
- Distributing Leadership

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Balanced Statement

Created by and for:

Date: _____

TO find fulfillment, effectiveness, and value as a leader - I, _____ will:

LEAD a role centered around the principles of _____,
_____, _____, and _____.

REMEMBER the things in leadership that are important to me are _____,
_____, _____, and _____.

REVERE the admirable characteristics in other leaders, such as _____,
_____, _____; and attempt to implement these characteristics.

RECOGNIZE my strengths and develop my talents as a leader, who is _____,
_____, _____, and _____.

HUMBLE myself by acknowledging that I can be _____,
_____, and transform my weaknesses into strengths.

ENVISION myself becoming a person whom:
_____ thinks is _____, _____, _____, and _____.

*Note: You now have a starting point for your statement.
This is a living document, which you will continue to enhance throughout your career.*



"Hats" I Wear

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

2 Year Goals per "Hat"

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Weekly Goals per "Hat"

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Weekly Planning per "Hat"

Day(e.g. Monday)

Time(e.g. 7:30 AM)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____





Delivers Practical Results

This is an expert system with the ability to provide valuable behavioral interaction information in the following areas:

- Project Management
- Leadership Acceleration
- Team Building
- Management Development
- Personal Growth
- Coaching
- Mentoring
- Training
- Career Pathing
- Selection

Is Insightful

You will receive a customized 14-page report with personalized information on how to succeed with Problems, People, Pace, and Procedure.

- Notable Personal Attributes
- Potential Strengths in Business
- Preferred Work Environment
- Personal Performance Motivators
- Performance Enhancements
- Communication Builders/Barriers
- Personal Growth Suggestions

Is Used by the Best

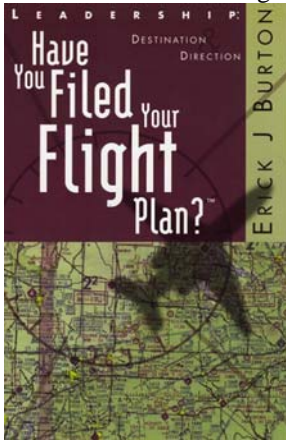
Partial listing of the thousands of companies that use The Leadership Accelerator TM.

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Hormel
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Interactive Book on Organizational and Personal Leadership



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