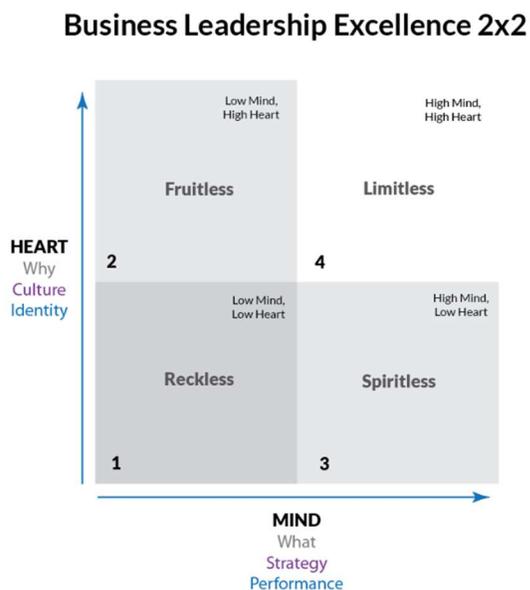


A Leader's Journey to Excellence: The First Step in The Great Strategy Execution Program

The Significant Leadership Program uses the power of **magnanimity** to develop business leadership excellence. Magnanimity is urgency to do great things. Every thought, action & interaction is excellent. It is the virtue of the *moment*. It is the virtue of *NOW*.

Significant Leaders live in the upper right quadrant or quadrant 4 – high heart & high mind on the Business Leadership Excellence 2x2 below.



Most leaders are high performers, who make a lot of money, yet suffer from overwhelm, inconsistency and lack of great execution. They **live in the lower right quadrant, or quadrant 3**. They fail to realize, that leadership excellence in quadrant 4 is worth it, and within reach...

What is the root cause of overwhelm that keeps leaders from achieving leadership excellence?

The typical villains are unnecessary travel, endless meetings, drama, events (i.e. conferences and sports), as well as doing too many things for too many people (i.e. sitting on

boards and tasks). As a result, **leaders are not investing enough time in being introspective, forming team members and in the other domains of life – spouse, parent, friend, community member, and spirituality.**

The Significant Leadership Program enables you to achieve excellence. Besides being magnanimous, these Significant Leaders know how they make a difference and change the game. **The result is eliminating the villains and living in quadrant 4.**

Here's the truth about Significant Leadership. To significantly lead is to be **fully human**. To be fully human is to practice virtue. Virtue builds character, which leads to human excellence, in other words – being fully human. Significant leaders lead with excellence all the time, in all domains of life, whether things are going well or not, and despite their vices – money, reputé, power, time, and desires.

There is a program that can put you on the road to excellence. The Significant Leadership Program. It helps you reach the upper right quadrant, or quadrant 4, in 9 hours. The program is simple, probable and it's the highest leverage action you'll ever take. There are 6 steps to complete the journey and 5 habits necessary to sustain and grow in Significant Leadership on the following pages.

Begin practicing magnanimity this moment. Start the program NOW. Contact Darren Smith at 214-535-9333.

Darren Smith is your uniquely equipped guide to achieving Significant Leadership and Great Strategy Execution.

P.S. The recently deceased Herb Kelleher, former CEO of Southwest Airlines, is an example of a significant leader.