A close-up photograph of an elderly woman's face, showing her eyes wide open in a shocked or surprised expression. She has light-colored eyes and is wearing dark eye makeup. Her mouth is slightly open, revealing her teeth. She is wearing bright red lipstick. Her skin shows signs of aging with wrinkles and creases. A dark grey rectangular box is overlaid on the left side of her face, containing white text.

What
Ineffective,
Bad Leaders
Are Costing
You

One of the biggest challenges for many executives who have weathered the difficulties of company infancy and adolescent growth is how to sustain a healthy foundation while growing the company in times of ever changing economic conditions, business practices and consumer and societal demands. At the helm of the most successful companies are leaders with both vision and the ability to lead their teams to overcome challenges, move past setbacks and ultimately create success.



However, as time passes and the company expands, a constant supply of emerging leadership talent is vital to future growth and success. And as top management moves onto other interests or retirement, it is crucial that talented individuals with the skills, temperament and training are ready to step in and take the reins.

Overwhelm

Unfortunately, most managers, supervisors, VPs, etc. are “rewarded” with their positions as a result of “scoring a big deal”, loyalty to the company or merely a passage of time. They have not been adequately (and often not all) trained or prepared to assume the mantle of true leadership. And if you ask most company leaders: What is a true leader? What do great leaders “do”? and, What do leaders “need” to succeed? Most won’t be able to answer; without at least some hemming and hawing.

Leadership is the ultimate advantage. – Anthony Robbins

People who are tasked with leading, but unprepared to do so, experience tremendous overwhelm and stress. And one thing that definitely trickles down: stress! While it may not be readily apparent to the untrained eye, this overwhelm leads to among other issues, paralysis, an inability to take action or “smart” action, and a need to ‘take’ credit from others. Together with the lack of actual leadership abilities, the combination can have an extremely detrimental effect on the team and company as a whole, not to mention profitability. There is an effort to “look” busy, to justify the position and or salary. Some will invest in themselves. Some companies will invest in new or improved skills, but true leadership development requires a shift in mindset and a shift in behavior, which often goes missing until a problem or crisis emerges.

Transition Troubles

Equally important, but often unacknowledged, is that Senior Executives who are in the position of overseeing and growing the next crop of company leaders, vital to the long-term health of the company, do not themselves truly understand what is involved in actually “growing” leaders. They themselves may be great leaders, but they are not really sure how they got that way!

A significant contributing factor is very likely related to their personal time commitment and work ethic. To their credit, they have spent their careers intently focused on and dedicated to investing long hours, “working the business” and providing exceptional products and services. However, too often, planting and growing the seeds of leadership for the next phase is an afterthought. Additionally, they are often intensely invested in personally directing the company, finding it difficult to let go. And, frequently, they are justifiably fearful of what will happen to their baby if they actually do let go!

The Downside of Natural Leadership Talent

Many ultra-successful business people have a natural talent for their industry, as well as, inherent success skills. For example they are often intentional and constant learners. They invest time in strengthening their minds and bodies. They do not have to make endless mistakes, because they learn from others’ mistakes and successes. They often are also naturally talented in key success areas, such as time management, strategic and innovative thinking and managing their focus and mental state.

Because it is easy for them, they assume that other bright people have these natural traits too. Too often, they don't! Unaware of this deficit, naturally successful individuals often discount the immense value of their abilities and are unaware that these talents, which for them seem simple, do not always come easily to those that have been tagged for leadership. They must be taught and developed.

Leaders: Nature vs. Nurture

While every team member plays an important role in the growth of a company, not everyone is designed to be a leader or a manager. When considering the long-term health of the company or preparing for a personal exit, some key questions to ask about your current leadership team and of any future promotions or hires, are: Is this person really the right fit for the job that needs to be done? Are they or do they have the ability to be groomed into the next superstar manager or CEO? And do they understand the need and have the ability to groom the next wave of leaders to potentially take their place when the time is right?

CEO Stress, Aging, and Death

CEOs report that they feel like they are

1. Doing everything themselves
2. They are surrounded by leaders who can't or won't make decisions or lead
3. They are under greater stress than ever

HEALTH, STRESS, AND THE CEO



According to the Mayo Clinic, "*Chronic stress can wreak havoc on your mind and body.*"

- Anxiety
- Depression
- Digestive problems
- Headaches
- Heart disease
- Sleep problems
- Weight gain
- Memory and concentration impairment
- In a recent study, 83.71% executives complain of stress related ailments; the figure for CEO's stood at 100%.


* Source: Chronic stress puts your health at risk, Healthy Lifestyle - Stress Management, Mayo Clinic. Apollo Health, 2012

Next: What training, tools and development does each person actually need to create a corporate culture of intentional, sustainable and joyful growth? With the wave of millennials entering and soon to be dominating the workforce, starting now, this question and subsequent action plan will emerge as one of the biggest components of future sustainability and growth.

Here are just a few questions to ask. Does s/he:

- **Truly understand and embrace the difference between being a team member and a leader?**
- **Think strategically?** Does s/he think like an employee, taking direction and doing a good job? Or does s/he look for opportunities to think like a CEO, investing thought and time into the current and future health of the company, strategically solving problems and generating ideas, personally and from the team?
- **Innovate for the good of the client?** Is s/he:
 - Constantly looking for gaps in service?
 - Asking what the client needs or will potentially need in the next 6 months or year or more.
 - Asking at each step of the sales and service process: How can the clients' experience be made better, easier, more satisfying?
 - Asking at each step of the service process: What service or product that we currently are not offering, will the client want or need next?
- **Innovate for the good of the team?** A strong tribal culture creates greater happiness and success for both team members individually and for the company as a whole. The more team members feel they are a vital part of the company, the more they are inspired to invest themselves in the success of both clients and the company. Win-win-win! A great question to ask each manager or leader: Do you know every team member's (direct reports) currency? And... Do you spend it?!
- **Seek honest feedback from clients, colleagues, supervisors and team members.** The best leaders aren't afraid of feedback, they seek it out. They also know how to discern its value, knowing when to use it or discard it as appropriate.

Companies that create massive success are those that are built on a solid foundation of smart and strong leaders. It's not the companies with the best products that succeed, it is those with a team of leaders who inspire, teach, innovate...and most importantly lead.

Great Leaders Are:	What Great Leaders Do:	What Great Leaders Need:
<ul style="list-style-type: none"> ✓ Hungry ✓ Driven ✓ Problem Solvers ✓ Innovators ✓ Thinkers ✓ Masters of themselves 	<ul style="list-style-type: none"> ▪ Shift from "self-centered" focus to "team- or company-focused", understanding that team/company success equals personal success ▪ Invest in their own growth ▪ Invest in their emotional / passionate stake in themselves and the company ▪ Add value to themselves, their team, other leaders in the company, clients and customers ▪ Ask great questions of their team, clients and customers, other leaders ▪ Seek feedback from their team, clients and customers, other leaders, their boss(es) ▪ Know each team member's currency ▪ Anticipate their team's and their clients' needs. ▪ Influence their team positively; state and core beliefs ▪ Are able to make decisions – and actually make and implement them. 	<ul style="list-style-type: none"> ▪ Support for investing in their growth (time, encouragement, financial resources) ▪ Assessment of Growth Needs ▪ Training and education to fill growth needs ▪ Opportunity to develop and practice new, mindset, behavior and skills. ▪ Support for investing in their emotional state in themselves and the company. The company must know each leader's "currency". ▪ Room to make decisions and fail. ▪ Support for decisions. ▪ Mentorship and guidance. <p>www.QuantumSuccessAcademy.org</p>

Business Assessment Materials



www.DeberahBringelson.com
www.QuantumSuccessAcademy.org

FACT 1 - Symptoms Are NOT The Problem

You've tried everything you can think of. But it's not working. Or it works for a few months, then it doesn't. Why? Because **instead of fixing the real problems that are holding your company down, you're trying to fix the symptoms that you see.** Symptoms such as:

- ! **Decreased productivity**
- ! **Leaders who can't lead or make decisions and who dump their problems on you, unable to truly lead**
- ! **Flat or decreased profits**
- ! **Not enough time**
- ! **Stress-related illness, like diabetes and heart disease**
- ! **Accidents**
- ! **Sleepless nights**
- ! **Self-medicating with food, alcohol or drugs**
- ! **Complaining buyers**
- ! **Employee theft**
- ! **Lawsuits**
- ! **Not enough leads – Sales – or revenue**
- ! **Complaining and bickering employees**
- ! **Gossip, backstabbing, rumors**
- ! **Self-doubt**

FACT 2 - Symptoms Cost You A Lot. Time and Money.

We HATE that! We bet you do too.

They also increase stress, yours and everyone on the team. Stress leads to bad decisions, paralysis, leaders who can't or won't lead and disengagement. According to Gallup, 71% of employees globally are disengaged or actively disengaged., creating apathy, low morale, and decreased creativity and productivity. These combined hits to your top and bottom lines...lead to less control and more stress.

FACT 3 - What It Costs You

\$30% of salary costs are wasted due to mismanagement - Harvard Business Review

\$Bad bosses negate other investments - Harvard Business Review

\$77% of companies report they are currently experiencing a leadership gap - Global Human Capital Trends

\$Globally, C-level executives say demand for better leaders at all levels is the number 2 threat to business stability and growth, rising 32% over previous years. - Global Human Capital Trends

\$Only 6% of CEOs believe they have what it takes to solve the leadership gap. - Global Human Capital Trends

\$63% of Millennials say their leadership skills were not being fully developed. - Gallup News

\$35% of employees are not engaged and another 17.2% are "actively disengaged." - Harvard Business Review

FACT 3 - What Symptoms Cost You

Continued....

\$ Disengagement costs (Gallup News) =

- 37% Increased Absenteeism
- 25% Increased Turnover
- 26% Increased Theft
- 48% Increased Accidents
- 21% Drop in Productivity
- 22% Drop in Profitability

\$ In 2007, the average consumer saw over 5,000 ads per day - American Marketing Assoc.

\$ In 2017, ad views doubled to more than 10,000 - American Marketing Assoc.

\$ 90% to 97% of your prospects are buying from someone else. - Chet Holmes International

\$ As a result, 90% to 97% of your revenue is down the drain before you start.



The Real Problem

You may have achieved a great deal of success. But all companies experience a ceiling of achievement.

It's not your competition or the symptoms that are keeping your company earthbound. It's all of the things that you don't see. You are sitting in your company, 20 feet above the ground, thinking that you're at 1,000 feet.

If you're in the C-Suite, no one is telling you the real truth about "what's under" the symptoms. This is where your real pain lies. In the problems you cannot see.

Typically, the perspective of the CEO and other C-Suite Leaders very different than those secretly held by team members. **It's like they work for completely different companies. I guarantee it.**

You Deserve A
Massively
Successful
Business
- AND -
A Great Life!

Do YOU have them?

Can you answer “YES” to all of the below? Check each statement that applies to you to see if you’re safe. Be honest.

- I rarely work weekends.
- I rarely work more than a 6-hour day.
- My partner and I have a great, fulfilling sex life.
- Regular (4+ times per week) intimacy play an important role in our relationship.
- At least 2 times a year, I take extended and completely unplugged vacations.
- I exercise and or mediate daily.
- On a scale of 1 to 10, I rate my stress level at a 4 or less.

*Going home to visit family or the in-laws does not count as a vacation.

Do I need a Team Audit?

Can you answer “YES” to all of the below? Check each statement that applies to you to see if you’re safe. Be honest.

- My business runs smoothly, like clockwork. No or minimal firefighting for me.
- I know every one of my direct reports’ currency.
- Each of my leaders knows every one of their direct reports’ currency.
- Employees and leaders regularly interact socially.
- Employees at all levels speak up about problems and offer solutions. I have many specific examples of this.
- Everyone on the team is engaged in both the company’s and their fellow team members success. They are excited to be there – even when they don’t know I’m watching (I regularly watch).
- There are no cliques or “cool kids” with inside jokes.
- Leaders regularly call out team members for praise and credit for accomplishment, rather than taking the credit or praise for themselves. I have many specific examples.
- Both team members and leaders are regularly innovating for the good of both clients and the company. They are acknowledged for the contribution. I have many specific examples.
- Both new leads and sales are steady and growing.
- Team members are engaged, innovating and serving clients at the highest levels.
- I always know the next step to take. I find it easy to make the right decisions.
- I don’t work for my business. My business works for me.
- I rarely work weekends.
- I rarely work more than a 6-hour day.
- My partner and I have a great, fulfilling sex life.
- Regular (4+ times per week) intimacy plays an important role in our relationship.
- At least 2 times a year, I take extended and completely unplugged (2 weeks or more) vacations. Life is for enjoying. My business supports me in doing exactly that.
- I exercise and or mediate daily.
- On a scale of 1 to 10, I rate my stress level at a 4 or less.

When You're
Ready To Learn
The Formula

DeberahBringelson.com/own

- Make 1 Change - 4X Your Revenue!
- Get Out of the Marketing Death Trap!
- Don't Compete on Price!
- Lead Generation on Steroids
- Turbo Charged Sales
- Eliminate Your Biggest Block To Money!
- Use Quantum Physics to Grow Your Business and Your Life!
- The Exact Same Strategies Used to Close \$350 Million Deal with Sir Richard Branson!
- The Exact Same Strategies Used to Grow 1 Real Estate Company 3,546% in 12 Months!
- The Exact Same Strategies Discovery Used to Grow 110% in 10 Months!
- The Exact Same Class Martijn Took - Growing His Company \$67 Million Before The 5 Week Class Was Over!

Own Your Market

<https://DeberahBringelson.com/own>

You Deserve A Massively Successful Business - AND - A Great Life
This Is How You Get It

Quantum Business Beyond the Spreadsheet

**We help you get control of your company
and fix the problems at the root:**

- ✓ Effective Leaders
- ✓ Productive Team
- ✓ Healthy Culture / Environment
- ✓ Happy Customers
- ✓ Strategic Messaging
- ✓ Strategic Sales
- ✓ More Revenue
- ✓ Less Stress



[What is Quantum Physics Beyond the Spreadsheet? Watch the 10-minute video.](#)

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One of the most profit-producing Business Growth and Empowerment Experts in the world, Deberah Bringelson helps C-Levels around the world score exponential wins in their companies and lives:

**More Money! Less Stress!
More Fun!**

Deberah's time-tested, proven formula blends a unique mix of **Proven Business Practices, Emerging Modern Strategies, and her own "Secret Sauce"** making her unlike any other:

- ✓ **Experienced!**
- ✓ **Innovative!**
- ✓ **Millennial-savvy!**
- ✓ **Fad-resistant!**



Verified Results:

★ 110% Growth - 10 Months (Discovery)

★ 3,546% Growth - 12 Months (Zaya)

★ Pre-revenue to \$67 Million - 5 Weeks (VoteBash)

My Fancy Pants Bio

The Deal That Never Should have Happened

Deberah Bringelson is best known for negotiating the deal between Richard Branson and Arnold Schwarzenegger, with annual revenues of more than \$300 Million, for which she received the "Steal of the Year" Award for the deal that never should have happened.



Exceptional Results

Tony Robbins and Chet Holmes have referred multi-million dollar clients to Deberah, knowing that she will always deliver exceptional results.



"Very few people have positively influenced my life the way Deberah has"

Real freedom is having a business that runs so smoothly that you can walk away - explore the world and love your life! I've got that!"

Dr. Kami Hoss, CEO
The Super Dentists



The numbers speak for themselves. 3,546% growth in 12 months is unheard of!"

"If it wasn't for Deberah we'd really be in trouble!"

Nadia Zaal, CEO Zaya Real Estate



I've experienced it myself!

"Deberah's ability to energetically transform people - their life and business - is incredible. It's just one of her many superpowers."

Viveka vonRosen
Linked Into Business



"Amazing! Not what I expected"

"This American Businesswoman is talking about energy and using the power of the universe to grow businesses! And her formula totally works"

Kabir Mulchandani, CEO
Skai Holdings
#28 - Richest Indians in GCC



Deberah Voted "Best Speaker"

"Deberah is known for her reputation for excellence and for exceptional content in an engaging, fun manner."

Jessica Peterson, Host
Ultimate Women's Conference



I was lucky to be sitting in Deberah's audience!

"Deberah delivers with wit and humor, while getting to the heart of what matters. She clearly understands at a deep level the solutions that will produce extraordinary results. I walked out with strategies I could use that day!"

Dana Corey,
Big heart, Big Life



