

Coaching for Leadership Excellence™

A holistic program based on NLP® and Creative Mind Dynamics™



I made a mistake.

I originally called this program *Coaching with NLP and Creative Mind Dynamics*. That is about the process but not the *purpose* of coaching, which is to help clients become excellent leaders. Also, the program is holistic, meaning it addresses body, mind, spirit, and relationships, because unless you address the whole person, you can't be optimally effective.

How It Works

The program is a concierge-level leadership development program for executives or those about to become executives. It is ideal for technologists making the transition to leading entire companies. The reason it is important is that it helps you avoid the Peter Principle, which says that we rise in organizations to our level of incompetence. Your skills as a technologist won't make you a good leader. Or, as coach Marshall Goldsmith likes to say, "What got you here won't get you there."

This program is assessment-based. In other words, you will go through numerous assessments to determine the following:

- Your core motivation pattern
- Your primary thinking preferences
- Your dominant leadership preferences and practices
- Influences in your life that are toxic and should be removed
- Anchors of habits that limit you
- Your personal circle of excellence
- Your work-life balance

These are just some of the assessments. Each month we will explore a different theme together and assign you a learning experience (we have 14 self-study courses available on various aspects of leading and managing), a new practice to learn, or a learn-by-doing exercise that will

deliver a benefit to your community. These are all individually selected by mutual agreement; I do not practice authoritarian coaching, saying you *must* do anything!

Goals of the Program

To hone your leadership skills through application of effective practices, including those of Alan Mulally, former CEO of Ford and Boeing Commercial Airplanes (in case you don't know, he saved both from bankruptcy). You will learn the principles he used to lead both companies to success.

You will learn the personal issues that need to be addressed for you to perform at you best. Excellence in every domain of your life is the ultimate objective.



Alan Mulally 1

Why I am Qualified to Help You

I was an electrical engineer for 15 years, holding positions of design engineer, project manager, department manager, and quality manager with a department of 63 individuals. The budget for this last department at ITT was equivalent to managing a company with revenues of around 10 million annually.

I earned a doctorate in organizational psychology with a concentration on teams, leadership, and individual performance. Both my master's thesis and doctoral dissertation were on leadership based on field studies.

Since 1981 I have taught leadership, project management, and other skills to some 60,000 individuals in 30 countries. I've been coach, mentor, and consultant to Fortune 100 executives, and wrote a book with Alan Mulally that was a factor in his being tapped to become the turnaround CEO when Ford was losing 16 billion dollars in 2006.

I am a certified Integral Coach®, NLP practitioner, and HBDI practitioner, and author of 16 books published by McGraw-Hill, AMACOM, and Perseus. I have managed my own training and consulting business, the Lewis Institute, since 1981.

How to Join

I am limiting enrollment in this program to 12 dedicated individuals who aspire to be excellent executives and practice ethical leadership. You must schedule a 30-minute intake interview with me to be selected for inclusion in this exclusive program. There is a 30-day money back guarantee; if you decide in the first 30 days that the program isn't going to meet your needs, I will refund your payments with no hassles. Note that the program cost is \$2000 monthly.

To schedule your interview, go to my appointment calendar at: [Link](https://www.lewisinstituteinc.com/v3mP0hIj5ddT)

In case the link is broken:

<https://www.lewisinstituteinc.com/v3mP0hIj5ddT>