PRACTICAL SOLUTIONS TO YOUR GREATEST MANAGEMENT CHALLENGES

LEADERSHIP
MADE SIMPLE

ED OAKLEY
DOUG KRUG
“You have simply captured the essence of leadership! What I find the most impressive about your book is the clarity and simplicity with which complex ideas are put forth – clarity that makes intuitive sense even to people without previous training in leadership.”

Ms. Ariane David, Ph.D.
Center for Organizational Excellence, National University

“There’s no need for aspiring leaders to search through hundreds of books on leadership, looking for a formula for success. Oakley & Krug have distilled it all into one brilliant, easy to master, five-step system that can make many seemingly impossible challenges instantly possible, and they’ve made it simple!”

Brian Lee, CSP
Author, *Satisfaction Guaranteed: How to Satisfy Every Customer Every Time*

“Your examples and simple-yet-effective processes allowed me to immediately begin solving problems in my head as I read with forward focus.”

Dr. Kevin D. Gazzara
Strategy & Design Program Manager
Intel Corporation

“… incredibly meaningful because those reading it can grasp your principles and put them into action immediately.”

Pamela J. Holland
COO
Brody Communications

“I am inspired by your book! I can clearly see how your simple, yet vital process will increase the quality of, and buy-in for, the plan.”

Ralph Johnson
Project Manager
IBM Global Services
“The ‘five magic questions’ of the Framework for Leadership are so flexible and creative that they can be used at every level of an organization with astonishing success.”

H. Joseph Marshall, Ph.D.
Managing Partner
Resource Management of Boston

“This book is a breath of fresh air! Even the busiest of leaders can make time for this.”

Beverly Kaye
CEO/Founder: Career Systems International
Co-Author, Love ‘Em or Lose ‘Em: Getting Good People to Stay

“The Framework for Leadership will certainly help us in the development of future leaders. It has already worked for me!”

Dave Malenfant
Vice President, Global Supply Chain
Alcon Laboratories

“Leadership Made Simple is excellent! I like the examples throughout. It’s a winner!”

Nido Qubein
President, High Point University
Chairman, Great Harvest Bread Company

“This book demystifies what it takes to be a leader. Very well done.”

Ken Banks
CEO, KAB Marketing
Seminole, FL

“Effective communications is vital within and between organizations and their stakeholders. This excellent book provides a powerful framework for making that happen smoothly.”

Jeff Julin, President
MGA Communications
“Leadership generally defies description, however, the book reminds us that it need not be mystical, or something that one is born to alone. It can be learned.”

Stuart Ochiltree
Chairman, Univera Life Sciences

“THE key tool that every small-business owner needs to help him/her bridge the gap between just managing and really leading. Read it today.”

Carol Bergmann
Author, Managing Your Energy at Work: The Key to Unlocking Hidden Potential in the Workplace

“Einstein said the hardest part of discovering the Theory of Relativity was ‘determining how to think about it.’ He was seeking a framework from which to explore the information that could lead him to his goal. Leadership Made Simple is such a tool.”

Jim Cathcart, Author, Relationship Selling
Founder, 101 Leaders Alliance

“Leadership Made Simple is awesome! The Framework for Leadership™ provides accountability without pointing fingers, and the whole process starts with celebrating successes, a perfect fit for the Starbucks culture. Every manager should read it and live it!”

Lindsey Braun,
Assistant Store Manager
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How would you like to have a process to simplify many of your complex leadership challenges? What if there was a simple way to:

♦ Manage change initiatives.
♦ Create buy-in among many stakeholders.
♦ Solve both simple and complex problems.
♦ Establish shared visions.
♦ Determine breakthrough growth strategies.
♦ Resolve conflicts between people and teams.

Simplicity is the ultimate sophistication.

— Leonardo da Vinci
The book you are holding provides you with a systematic process to do all the above … and more.

For nearly two decades, we’ve had the privilege of working with many leaders and their teams from all levels in organizations, large and small. We have been teaching and utilizing our Framework for Leadership™ as a simple tool for dealing with leadership and management challenges.

Regardless of the circumstances … from complicated process solutions to development programs to specific workshops … we have trusted this simple process, even when we could not predict how it would lead to the outcomes being sought. Yet, time after time, the process worked. Often the solutions were spontaneous, incremental improvements and many times they were gradual and transformational improvements.

The principles described in this book naturally shift participants from problem-orientation to solutions-orientation. This simple but profound shift works when the situation may seem the most challenging … even impossible. The principles outlined in this book will help create a communicative, collaborative environment where solutions will evolve from the people closest to the issue. You will see specific examples of how the Framework for Leadership has worked in other organizations.

Leadership Made Simple provides a practical, easy-to-use process that will help you produce immediate, tangible, real-world results.

Leadership Made Simple provides a practical, easy-to-use process that will help you produce immediate, tangible, real-world results. You will also discover
how to optimize results by balancing and integrating the systems/processes and the people/talent aspects of your business.

We encourage you to begin applying these principles today!

“The basis of leadership is the capacity of the leader to change the mindset, the framework of the other person.”

– Warren Bennis

Footnote: Some of the examples were facilitated by only one of the authors. For ease of reading, we have used the term “I” or “we” throughout the book.