

# CONTENTS

<b>INTRODUCTION</b>	1
The Format	6
<b>THE FABLE</b>	9
<b>THE APPLICATION OF ENGAGED LEADERSHIP</b>	159
<b>DIRECTIONAL LEADERSHIP</b>	165
Challenge One: Recruit Support from the Top 26 Percent	169
Challenge Two: Prepare the Organization for Change	172
Challenge Three: Let Them Know How They Contribute	175
Challenge Four: Constantly Communicate Progress	179

<b>MOTIVATIONAL LEADERSHIP</b>	183
Challenge Five: Lead with Positive Motivation	186
Challenge Six: Celebrate Small Successes	190
Challenge Seven: Encourage Life Balance for All Employees	193
Challenge Eight: Create a Fair Work Environment	197
<b>ORGANIZATIONAL LEADERSHIP</b>	201
Challenge Nine: Identify and Position the Appropriate Talent	203
Challenge Ten: Build a Bridge Between Generations	206
Challenge Eleven: Move Toward Real Empowerment	209
Challenge Twelve: Establish a Strategy to Maintain Success	212
<b>THE IMPORTANCE OF CHARACTER CORE</b>	215
<b>CONCLUSION</b>	219
<b>Acknowledgments</b>	221
<b>About the Author</b>	225