

**MODULE ONE**

**Reinventing the  
Fundamentals of  
Managerial-  
Leadership  
Effectiveness:  
Performance  
Execution!©**

**Dr. Jeffrey Magee**

CBE, CSP, CMC, PDM



# Dr. Jeffrey Magee

## CBE, CSP, CMC, PDM

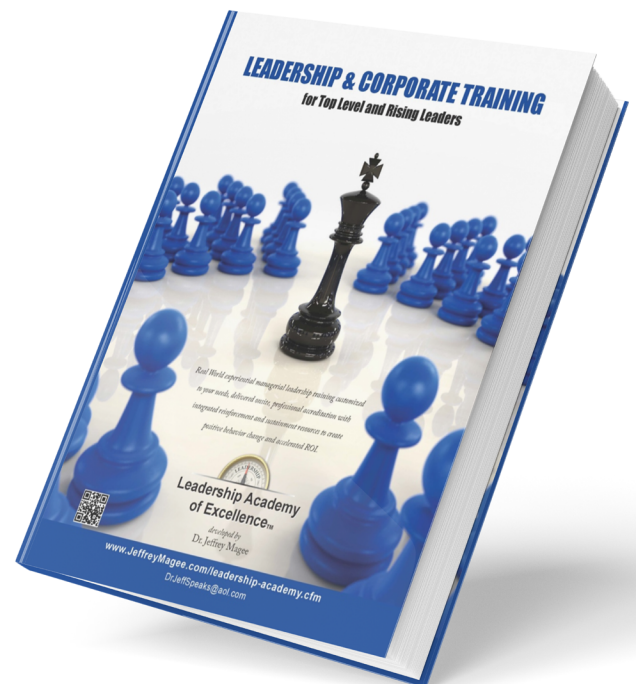
... has been called one of today's leading "Leadership & Marketing Strategists." Jeff is the Author of more than 20 books, three college graduate management text books, four best sellers, and is the Publisher of PERFORMANCE/P360 Magazine ([www.ProfessionalPerformanceMagazine.com](http://www.ProfessionalPerformanceMagazine.com)), former Co-Host of the national business entrepreneur program on Catalyst Business Radio (<http://www.catalystbusinessradio.com/index.php>), and a Human Capital Developer for more than twenty years with [www.JeffreyMagee.com](http://www.JeffreyMagee.com).

### Professional Credentials:

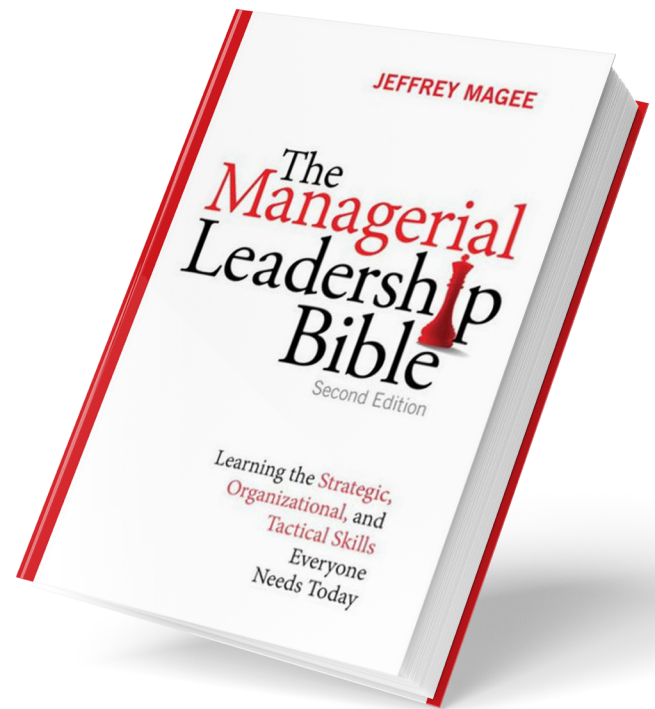
Magee is committed to professional excellence for you his client and his on-going certification credentials are significant. Along with advanced degrees, he is a Certified Board Executive (CBE), Certified Speaking Professional (CSP), a Certified Management Consultant (CMC), and a Certified Professional Direct Marketer (PDM).

### Experience:

Dr. Jeffrey Magee brings over two decades of Executive and Corporate Development expertise, with the last decade working in both the start-up to mature-growth market business sector and with differing State National Guard Adjutant Generals across America. Jeff has and does maintain long term clients working with Association and Organizations at the Board level and across the C-Suite. Beyond this, the importance of working with an organizations entire Human Capital platform from on-boarding, integration, and sustained engagement is critical for an organization's health blue-print. Jeff works with organizations (profit and not-for-profit, private and public sector) in the multi-million-dollar earnings market through to six-billion-dollar earnings market.



Understanding the reality of hard work ethics and drive from an early age, raised on a farm, Jeff started his first business at age 15 and sold it before going to college. By age 24, he was recognized by American Home Products a Fortune 500 company as its top salesman in the nation, while at the same time becoming the youngest certified sales instructor for the **Dale Carnegie Sales Course**. After experiencing downsizing in 1987, he went on to work as a sales associate for the nation's largest educational and youth advertising/marketing firm, Target Marketing, and was promoted to Vice President of Sales and Chief Operating Officer within two years.



### Recognitions:

He has been recognized as one of the “**Ten Outstanding Young Americans**” (TOYA) by the U.S. Junior Chamber of Commerce, and twice selected to represent the United States at the World Congress as a Leadership Speaker (Cannes, France and Vienna, Austria). A three-term President of the Oklahoma Speakers Association and twice awarded their Professional Speaker Member of the Year, today, the Chapter's outstanding member of the year is awarded the “*Jeff Magee Member of the Year Award*.” Jeff served for four years as an appointed Civil Service Commissioner (Judge) for the City/County of Tulsa Oklahoma, before relocating to Montana.

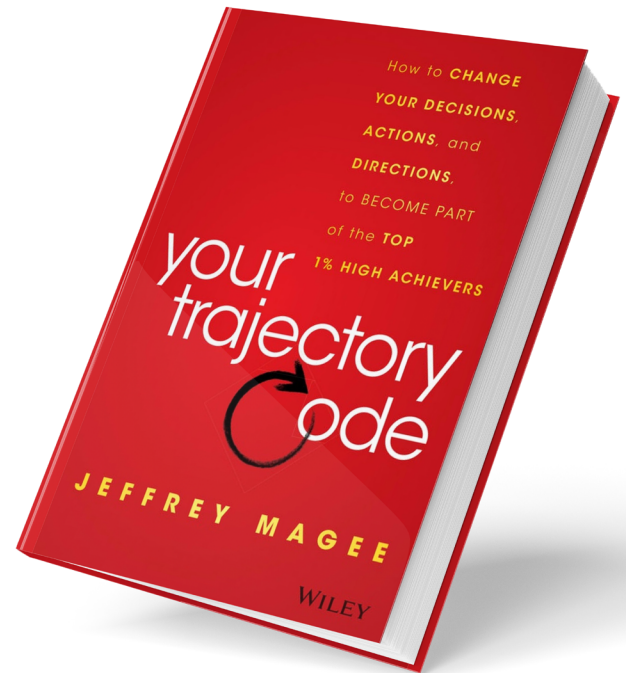
### Work History/Today:

Today, Magee is the author of the nationally syndicated “Managerial-Leadership” column targeted towards business owners and the C-Suite that you may have seen in your local business newspaper and serves as the publisher of **Professional Performance Magazine/PERFORMANCE360** – a Quarterly success achievement publication with editorial contributions for the World's leading personalities.

Jeff is the author of more than 20 leadership, performance, and sells books that have been transcribed into multiple languages including four best-sellers. In fact, his text, **Yield Management** has been a #1 selling graduate management school textbook with CRC Press, while **The Sales Training Handbook** by McGraw-Hill was an instant best seller and has been transcribed into more than 20 languages. While his newest books it! and **Your Trajectory Code** released January 2015 by John Wiley, the world's largest trade book publisher, are best-sellers. **The Managerial-Leadership Bible, Revised Edition** his fourth college text book released also in 2015 by PEARSON EDUCATION,

the world's largest academic text book publisher is changing how people look at human capital development and engagement!

His signature managerial-leadership engagement development series **THE LEADERSHIP ACADEMY OF EXCELLENCE®** is utilized by many of the Fortune 100 firms, the ARMY National Guard, Federal Reserve, Farm Credit Banks, as well as Entrepreneurial business owners today at the C-Suite level and as an interactive engaged managerial-leadership effectiveness series with senior leaders. Understanding human capital performance and talent development, Jeff has a unique lens for revenue generation in everything he does and this is enhanced with his extensive sales training and coaching options for B2B and B2C utilization.



Recently, Magee was commissioned to design, train, and present a new series of national leadership and sales recruitment programs for more than the 5,000 professional sales recruiters and sales managers with the **U.S. Army National Guard**. For this he has subsequently received the prestigious **Commander's Coin of Excellence**. He also been invited to keynote at many major associations in America and at **West Point Military Academy** on leadership.

In 2010 while merging his business JEFF MAGEE INTERNATIONAL (Tulsa, OK) of 20 years with WesternCPE (Bozeman, MT), managing and developing a staff of more than 140 professionals, he steered a business from near financial collapse to significant profitability in a billion-dollar market segmentation.

Simultaneously Magee was recognized as **The U.S. Small Business Commerce Association (SBCA) 2010 Best of Business Award** in the Lecture bureau category. The SBCA Best of Business Award Program recognizes the best of small businesses throughout the country. Using consumer feedback and other research, the SBCA identifies companies that we believe have demonstrated what makes small businesses a vital part of the American economy. The selection committee chooses the award winners from nominees based off information taken from monthly surveys administered by the SBCA, a review of consumer rankings, and other consumer reports. Award winners are a valuable asset to their community and exemplify what makes small businesses great.

Over the past two decades leading training and development organizations such as Fred Pryor Seminars, SkillPath Seminars, CareerTrack Seminars, American Management Association, the

Conference Board, AICPA, and Fortune 100 training enterprises have contracted with Magee to design courseware for them and provide train-the-trainer programs to equip others with his technologies to lead countless others to performance excellence around the World.

In 2011 Magee un-merged from WesternCPE to continue with his own firm **JeffreyMagee.com** (*Leadership Training & Technology/What You Need To Succeed!*), and has been a regular content provider to FCCServices, Farm Credit, AICPA, WesternCPE, iShade, CPELink, ARMY National Guard and many of the Fortune 500 Firms and Government Agencies, as well as appearing regularly at major conventions and Association conferences around the World. Twice invited to Keynote at the World Congress (Cannes, France and Vienna, Austria), Jeff is known to many as the “thought leaders, thought leader”!

With more than 200 hours of accredited CPE/CLE courseware and consulting deliverables for CPAs, EAs and Attorney’s, Jeff has worked with and trained some of America’s leading Subject-Matter-Experts (SMEs) within America’s top consulting, accounting and legal organizations!

The London Business Gazette has hailed Jeff as “An American Business Guru.” Recipient of the prestigious United States Junior Chamber of Commerce’s “Ten Outstanding Young Americans” (TOYA) Award, former President George Bush and the U.S. Army National Guard recognized him with the high honor of the “**Total Team Victory & Freedom Award.**” However, more important than Magee’s credentials and accomplishments, he is market proven and here today to serve you.

Below is a link ... **FORBES** Does Feature Article on Jeffrey Magee (Las Vegas, Nevada):  
[LINK](#) and, [LINK2](#) and, [LINK3](#)

***TO BOOK JEFF - Jeff can be scheduled for your next Conference, Convention, Retreat, and Consulting or for an On-Site high impact results driven development program by contacting: [DrJeffSpeaks@aol.com](mailto:DrJeffSpeaks@aol.com) or by calling 406-548-5385.***





PART I  
**PERFORMANCE  
EXECUTION:**

**Understanding  
Strategic Intent,  
Operational Effectiveness  
and Tactical Engagement  
for Managerial-Leadership  
Effectiveness of Your  
Team!**

# Action Items:

1. Efficient MANAGEMENT/LEADERSHIP is about:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

2. Peter Drucker: 85% v. 15% Rule

3. \_\_\_\_\_

4. \_\_\_\_\_

5. Would you work for \_\_\_\_\_?

6. \_\_\_\_\_

7. \_\_\_\_\_

# PERFORMANCE EXECUTION: Secrets of America's Most Successful Businesses!©

By: Dr. Jeffrey L. Magee, CBE, CSP, CMC, PDM

*"Given the opportunity to come, people will come to you. Given the opportunity to leave, people will leave you. Given the opportunity to stay, people will stay! What opportunity do you provide to people?"*

- Jeffrey Magee

**Performance matters!** Whether the performance is personal or professional, whether it is about you or those around you, performance today matters!

Paleontologist Stephen Jay Gould has made the case for growth, success, and performance advancement via his ***Theory of Punctuated Equilibrium***, which suggests evolution doesn't happen at a slow steady evolving rate, but rather in fast bursts over a long period of time.

Through the years of working with the top Fortune companies, leading governmental organizations, successful non-profit organizations and association, coupled with my interactions with some of the most powerful personalities through ***PERFORMANCE Magazine***, I have seen other national publications come and go, businesses rise and fall, and individuals billed as great disappear. What we have recognized in all of this is that the real differences between greatness and 'wannabe' greatness is, "Successful people do the things that unsuccessful people do not. They do the fundamental work that is necessary no matter how time consuming or difficult the tasks may be."

This could be an extension of Stephen Jay Gould's ***Theory of Punctuated Performance Equilibrium!***

Performance Execution is what differentiates those on the sidelines from those on the active playing fields. There are definite behaviors and characteristics of the greats, and here we will detail them for you.

# BACKGROUND ...

## Getting Started as a Reference Point

Global War On Talent – Your New Reality: Successful Individuals and Organizations Do SEVEN Things To Ensure Powerful Performance Execution!

**Fifty-six percent** of current employees actively report that they are “disengaged” in the workplace, and **more than 15 percent** report that they are “actively disengaged”, according to a recent Gallup Organization study. WOW. More than 70 percent of employees are just taking up space (this was subsequently reinforced by an even more alarming survey done by the Conference Board, a private research group based in New York), and only **29-percent** were found to be “engaged” in the workplace!

Traditional business models that viewed organizational assets as brick/mortar/facilities, inventory/materials/products/services, and finance/capital/budgets are becoming the debris on the productivity highway – today’s true differentiator among consumer B2B and B2C options is the people component – people are your true asset and there is an all out war for that diminishing legitimate talent pool – or the roughly 30-percent from the previous Gallup Organization study of employees that matter.

In working with the leading CEOs and Human Resource leaders globally (via the Association for Talent Development (aka *American Society of Training and Development*), *Society of Human Resource Managers*, *Meeting Professionals International*, *The College Board*, *the national Certified Public Accountants society*, *the Adjutants General Association of The United States*, *CEO Forum*, and others), it has become apparent over the past 18 years through my work with top Fortune firms, federal government agencies, and high impact personalities, that each one who has attained and sustained success does seven specific things.

I had a front-row seat to one Fortune firm that was rated #1 in multiple measurement categories from 1999 through 2001. From my view, it became shockingly apparent how to unbundle greatness; they have fallen from in that same list.

The human resource personnel machines like *Robert Half & Associates*, *ExpressPersonnel*, and *Spherion* all agree that the top reasons for employment migration today have nothing to do with compensation in financial terms. In the war to attract, retain, and grow individuals to your organization and attain performance execution fluidity, exit interviews now illustrate a clear picture of what it takes to get people to your team or how to run them off. Now even more importantly we know what the exact differences are of those who can attain performance execution for sustained periods of time, and those who can’t!

**Benchmark yourself personally and organizationally off of these SEVEN PERFORMANCE TRAITS to high-impact performance execution:**

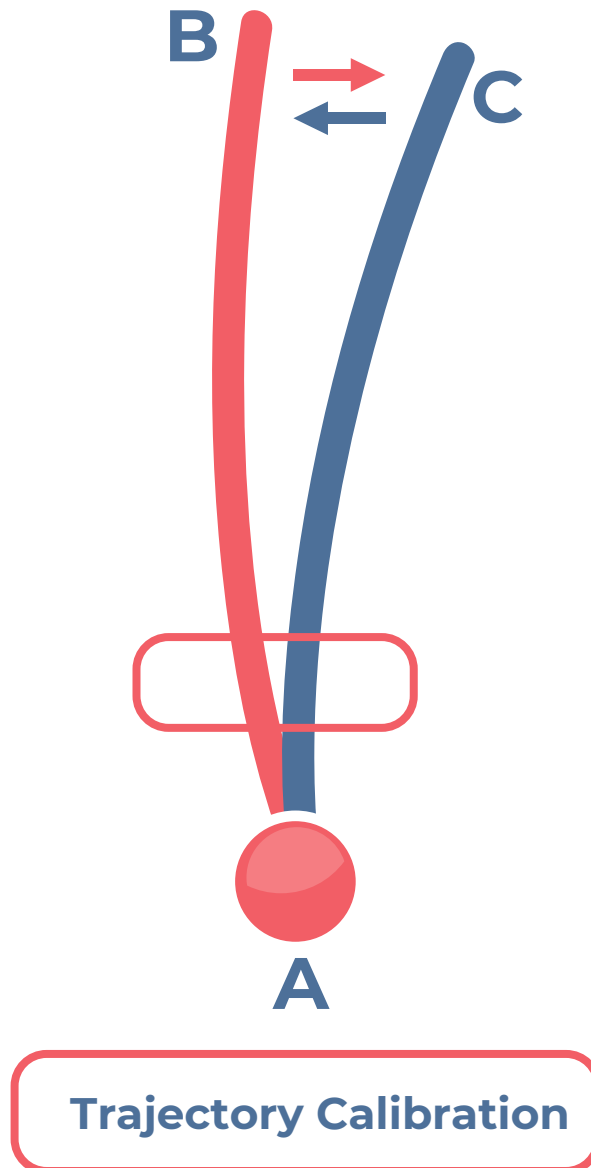
1. Develops, maintains, and fosters a healthy atmosphere for a forward-oriented constructive positive \_\_\_\_\_ or thus, a climate of positive self, internally and externally, among others!
2. Understands how \_\_\_\_\_ feeds \_\_\_\_\_ and continuously places themselves and others into the circle for victory and never-ending enthusiasm for self and what one projects towards others as their body-of-work – this is the baseline for performance execution!
3. The unwavering objective ability to assess oneself and others to ensure that the \_\_\_\_\_ level of one’s self and others is always ahead of market needs!
4. All commitments, undertakings, and actions are compliant with five integrated \_\_\_\_\_ of all balanced individuals and organizations. Each interdependent of one another, yet dependent upon one another!
5. With these four foundational elements in play, the ability to execute decision making becomes our accelerator for success. A fundamental differentiator between successful people and organizations and others is that successful people and organizations do what others hesitate in doing and that comes down to performance execution – decision making. The fluid ability to facilitate a decision flow through the four-step \_\_\_\_\_ DECISION MAKING MATRIX® is critical!
6. Pulling away from the crowd, the ability to accentuate one’s \_\_\_\_\_ and \_\_\_\_\_ (USFx2) distinguishes you from others. There are four elementary ways to position yourself to project to others more value proposition than what they presently have or can get else where. Performance execution is dependent upon your ability to finesse these to out-perform others!

There are four core ways you do this in human capital management and business deliverables:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

7. Recognizing that how one talks internally frames one’s operating belief system for any given moment in time. That internal dialogue directs the behavior that comes outwardly and which others can see, monitor, and benchmark from ... This self talk can be likened to an internal Board of Directors. Imagine making a fist with your hand, as if you were holding a list individuals who influence you, would that be a powerful fist of performance execution-oriented people or a group of excuse makers for maintaining the status-quo a little longer – I call this your \_\_\_\_\_

..... The never-ending process of encircling one self with mental positive references ensures you will accelerate your performance ability (for more on this one performance idea go to [www.ProfessionalPerformanceMagazine.com](http://www.ProfessionalPerformanceMagazine.com) and down load edition V. 15, I. 1, and read page 21!).



PART I  
**PERFORMANCE  
EXECUTION:**

**Implementing Tactical  
Managerial-Leadership  
Effectiveness of Your  
Team!**



# MODEL ONE:

## The Mindset of Performance Execution

**Attitude (Mindset)**, known in psychology as the single human control factor. Evaluate the champion's mindset and how it impacts your approach to everything one does and how one manages others and their self to greatness – Harvard research will guide you toward your “**X-Factor®**” and make the games you engage in very clear from the outset as to the level of productivity, proficiency, and profitability that can be attained!

*Truly understand what innate talent you have, deploy human capital accordingly, leverage what you have and develop what is critical for success – meeting expectation should be minimum performance standards to be on your team and exceedingly expectations should be the norm.*

Here we learn that diversity is the difference on many levels which can become your strongest asset in the marketplace of tomorrow!



## MODEL TWO: The Ingredients for Performance Execution

*Learn how to objectively analyze yourself and others for needed competencies to accelerate personal growth and development with the **Player Capability Index™ Model**. This instrument has radically changed how people see one another and aids in breaking down judgmental diversity walls in areas such as interview, hire, promote, and task assignments to their internal talent pool or outsource and partner for others talent management needs!*

$$C = (T^2 + A + P + E + C) E^2 \times R^2 = R$$





# MODEL THREE:

## Aligning Human Capital for Performance Execution

**First** - Learn how to identify, design, and apply the **Five Internal Mission Statements®** to your organization for consistent collaborative decision making and application of manpower for group accomplishment every time.

**Second** - From this baseline understanding, the need for alliance building, advocate support, and key stakeholder enrollment is critical – participants learn how to diagnostically apply **Rule 80-10-10®** to divide any and every group into appropriate three sub-groupings for influence, engagement and consensus building!



## MODEL FOUR: The Communication Culture and Methodology that Allows for Performance Execution

By learning how to apply the **Five-Step Coaching Communication**<sup>®</sup> engagement model to your personal interactions, you will significantly increase your ability to quickly and meaningfully connect with others, and decrease the degree of disagreement that would otherwise occur.



# MODEL FIVE:

## The Ingredients for Performance Execution

Understanding the **5-Different Generational Segmentations** in the workplace today and what the unique **ABC MAPS®** are of each radically changes how you operate, manage, lead, and engage others for peak performance – this is an explosive module that impacts greatly the future workplace!

By understanding the true DIVERSITY ADVANTAGE will *Re-Calibrate your Trajectory on everything we do. The essence of what you are about and the CORE of what you represent may not change, but what the Deliverable looks like and the Distribution Channels utilized for results will have to change!*

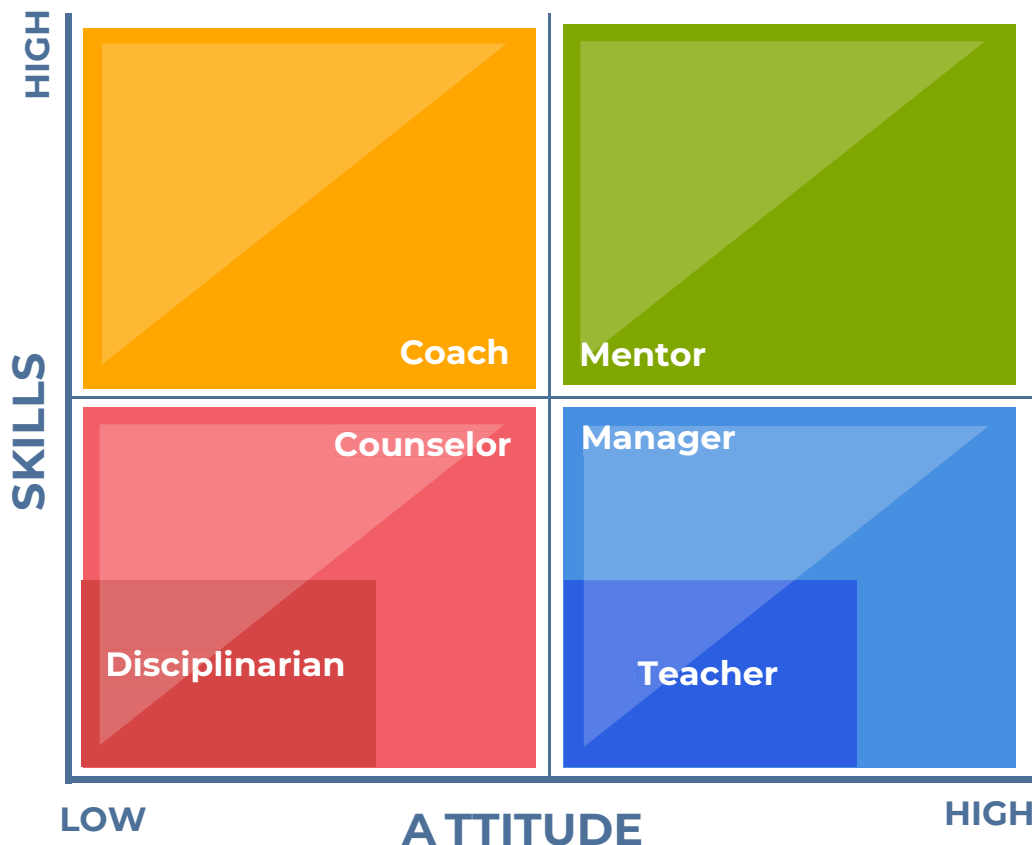


## MODEL SIX:

# The Ability to Avoid Micro-Managing Situations and People will Determine Others' Desire for Performance Execution and Effective Change Management

Identify and “assess” how best to interact with your colleagues or direct reports on an immediate engagement need level, and from a succession planning perspective, to avoid micro-management with others and greatly increase your effectiveness. Use the **Managerial-Leadership Engagement L-Grid®** to best determine which of the six intervention styles is best for you.

### Managerial-Coaching Engagement Model® L-GRID 6-BLOCK

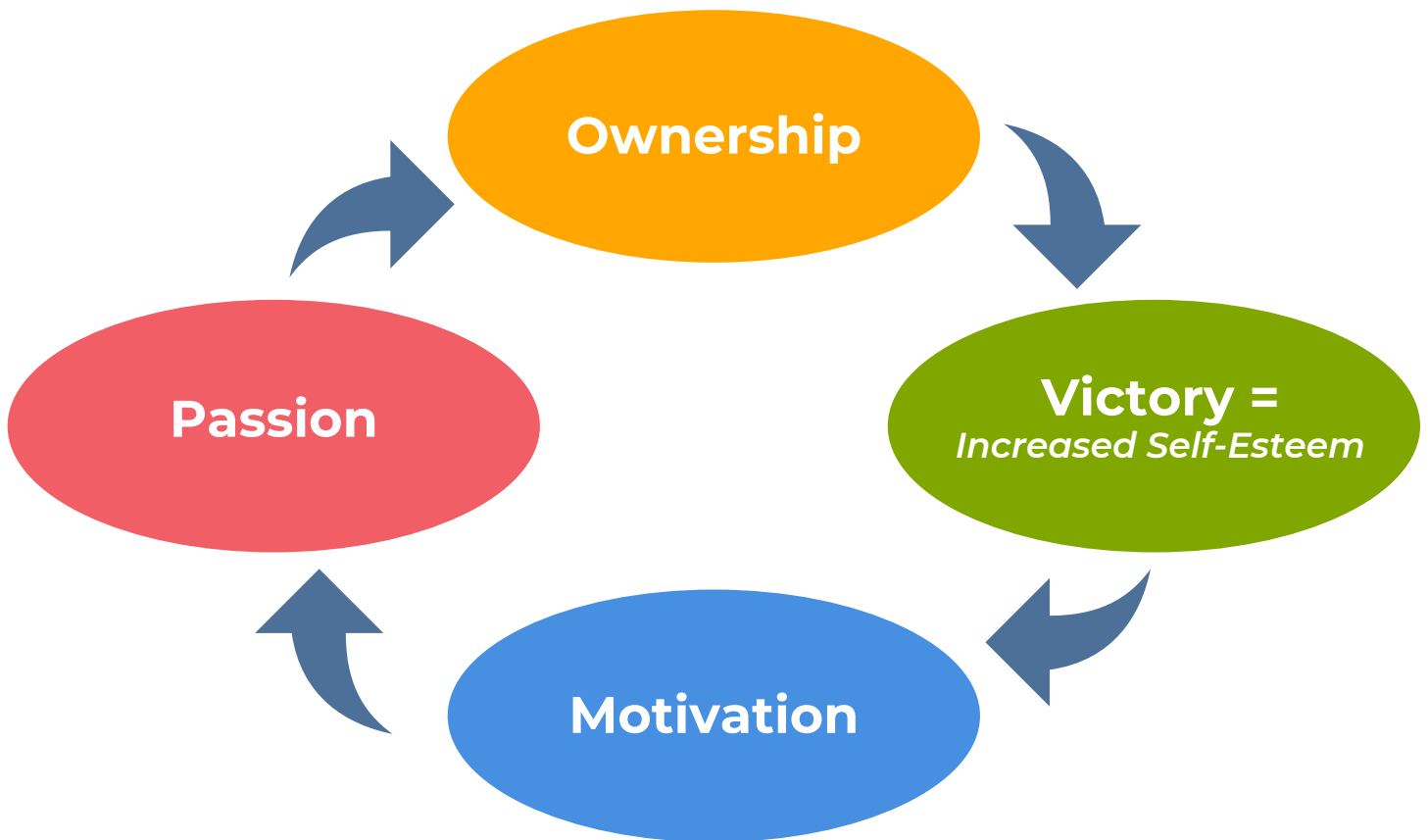




PART 3  
**PERFORMANCE  
EXECUTION:**

**Wrap-Up & Putting It  
Into Action!**

## Putting this into a Practical Action Plan for Performance Execution:



## EXERCISE:

- 1. Immediate Exercise:** Invest a few minutes **now** if you are participating in this self-study course solo or with others and review each model. Make an application note about what you are doing now or can start doing to ensure each idea is being utilized fully within your team, organization, or life for greater success.
- 2. Reading List:** Get a subscription to **Performance Magazine** at [www.ProfessionalPerformanceMagazine.com](http://www.ProfessionalPerformanceMagazine.com) or [www.MagCloud.com](http://www.MagCloud.com), Talent Management Magazine at [www.TalentMgt.com](http://www.TalentMgt.com), Diversity Magazine at [www.Diversity.com](http://www.Diversity.com), CEO Magazine at [www.CEOMagazine.com](http://www.CEOMagazine.com), Harvard Business Review at [www.HBR.com](http://www.HBR.com).
- 3. 360 Review:** Consider feedback from those you trust, those that will be candid and honest, and strategic direct reports - **Month 12-Check-Up!**