



EFFECTIVE  
PERSONAL  
LEADERSHIP



- Realize potential for personal leadership through building on strengths, improving self-image and motivation
- Make choices for success by overcoming past conditioning
- Overcome obstacles to leadership
- Experience self-motivation by altering attitudes, behaviors and habits
- Develop a written, specific success plan

## ONE: YOUR POTENTIAL FOR PERSONAL LEADERSHIP

Building on Current Strengths  
The Rewards of Leadership  
Your Untapped Potential  
Self-Image  
Self-Motivation  
Goal Direction

## TWO: MAKING CHOICES FOR SUCCESS

How Conditioning Works  
Sources of Conditioning  
Breaking Out of a Conditioned Existence  
Your Freedom to Choose

## THREE: MOTIVATION THROUGH ATTITUDES AND HABITS

Satisfying Needs  
The Exchange System  
Traditional Approaches to Motivation  
Motivation Through Attitudes and Habits  
Altering Attitudes and Habits  
Dealing with Demotivators

## FOUR: DESIGNING YOUR PERSONAL GROWTH

Making Behavior Change  
Redesigning Attitudes through Displacement  
Types of Affirmations  
Supporting Affirmation with Visualization

## FIVE: DEVELOPING A PERSONAL PLAN OF ACTION

Identification of Goals  
Value of Written Goals  
Overcoming Obstacles

Anticipation of Benefits  
The Motivation of Target Dates

## SIX: GOAL SETTING AND PERSONAL LEADERSHIP

Personal Values and Goal Setting  
Goals that Work  
Types of Goals  
Integrated Personality

## SEVEN: FIVE LEADERSHIP ESSENTIALS

Personal Leadership Development  
Crystallized Thinking  
Written Plans and Deadlines  
A Burning Desire  
Supreme Self-Confidence  
Unshakable Determination  
Leadership Essentials as Criteria

## EIGHT: REALIZING YOUR FULL POTENTIAL

Overcoming Obstacles to Leadership  
Positive Expectancy  
Creativity  
Living an Abundant Life  
Where Do You Go from Here?