

Helping Leaders Be More Effective & Organizations Reach New Heights In Performance

Leadership Solutions Newsletter – August 2012

Because of our past relationship you are receiving our newsletter. If this is your first issue, welcome! We appreciate the opportunity to share best practices in leadership, coaching, and related areas critical to your success.

In this issue, we offer three articles:

- Bold Leadership...Biblical Principles for Marketplace Impact
- Personal Renewal
- Work of Leaders Profile



I will be facilitating a workshop at the Fellowship of Christian Company International Annual Conference in September. You can obtain more information about this conference after these two articles. If you have ideas for future issues, share them with us! Thank you for your readership. Enjoy your newsletter!

A handwritten signature in dark ink, appearing to read "Merle".

Now Available:

Bold Leadership...Biblical Principles for Marketplace Impact

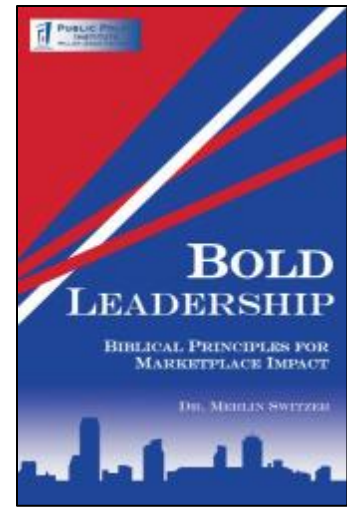
I am very pleased to share that ***Bold Leadership – Biblical Principles for Marketplace Impact*** was recently published by William Jessup University. This book is a must read for those want to integrate their faith with who they are as leaders in the marketplace.

I interviewed nearly 80 Christian marketplace leaders across the U.S., such as David Green (CEO, Hobby Lobby), Christine Johnson (President, Mutual of Omaha Foundation), and Pat Gelsinger (CEO and President, EMC Information Infrastructure Products). Their perspectives will help you be a more effective Christ-centered leader. Each chapter starts with a great story of one of the people I interviewed with other shorter stories interspersed through the chapter. The book is practical, insightful, and Biblically based. William Jessup University (WJU) published Bold Leadership and it is available in print and Kindle versions. You can check it out at WJU's e-store: <https://wwwcreatespace.com/3861023>.

Here are some comments by those who have reviewed Bold Leadership:

"[Bold Leadership: Biblical Principles for Marketplace Impact] is a helpful guide and inspiration to any Christian leader in the marketplace who wants to apply Biblical Principles into his life and vocation. It is filled with real life stories/experiences, Bible verses, and Leadership Tips that help a leader navigate through challenges. The approach is very different from the hundreds of secular books offered. It requires personal transformation."

Gary Duncan, Former President/CEO, Jacuzzi (Canadian Operations)



"As I became enveloped in Dr. Switzer's exhortation for Bold Leadership: Biblical Principles for Marketplace Impact, my immediate reaction was, "Why wasn't this book available when I began my own enterprise in 1976?" Had it been, the pages would have quickly become dog-eared and the myriad spiritual truths highlighted for constant reference. Each chapter contains gleanings from nearly 80 Christian business men and women whose active faith and adherence to Biblical principles not only made them successful, but extended Christ's Light in our increasingly secular market square. That this timely book truly inspires and encourages business leaders to reflect their faith sets it apart. Thankfully, my son will have the advantage of this book."

Ed Fleming, Retired Business Owner

"Bold Leadership: Biblical Principles for Marketplace Impact provides specific examples and tools that anyone at any level can use to be 'salt and light' at work. It's encouraging to read how just one small action can make a huge impact in someone's current and eternal life. We can transform the marketplace for Christ if each of us simply model the leadership highlighted in Dr. Switzer's book."

Pam Fischer Korth, President, Christian Business Women's Fellowship

"During almost 30 years as a big game guide in Alaska, I have had the privilege of spending private time in the vast wilderness of Alaska with the greatest leaders in our nation, President Bush Sr., Franklin Graham, Chuck Swindoll, and Dave Dravecky among many others. ...No one survives life-testing events well without great leadership principles in place. The greatest leader of them all, Jesus, led a fearful band of disciples who became bold and changed the world forever. [Dr. Switzer's book] stresses bold Biblical leadership. ...This book is fascinating and the best Christian book I have ever read on this subject."

Rocky McElveen, Author: "Wild Men, Wild Alaska," series, Renowned Alaskan Big Game Guide and Owner of Alaskan-Adventures.com

"[Bold Leadership: Biblical Principles for Marketplace Impact] is a compelling read of the impact that the business leader can have on his or her business, community and church. [This book], 200 pages of stories of business leaders who show how their faith guides them as they run their companies, is a breath of fresh air to those of us who have difficulty meshing our workplace with our faith. Bold Leadership is a guidebook for any Christian in business seeking a competitive edge in business, while serving their God and community with integrity."

Aric Resnicke, Founder, Christian Business Roundtable

"[In Bold Leadership: Biblical Principles for Marketplace Impact,]Merlin Switzer takes a lifetime of practical experience in following God's hand and weaves his compelling narrative into a beautiful story designed to enlighten and encourage people of any faith into action in serving others in the marketplace. This is a story of a man blessed with a servant's heart who shows leaders the way to lead with strength through humility. You will love how his stories impact your faith and compel you to action."

Tom Schulte, Executive Director, Linked 2 Leadership, and CEO, Recalibrate Professional Development

"Bold Leadership: Biblical Principles for Marketplace Impact is an excellent book conveying Biblical concepts of leadership and marketplace management while incorporating contemporary examples into the text. Readers of Dr. Switzer's book will come away from it with a deeper sense of what it means to be a bold effective leader."

Bruce E. Winston, PhD, Dean, School of Global Leadership & Entrepreneurship, Regent University

Do you know someone else who might be interested? If so, please forward this newsletter to them or introduce us. If you have any questions about the book or would like me to speak on this topic, please send me a note or call me at (916-788-1094).

Personal Renewal

I have a confession to make...and maybe you can relate to it. I have a tendency to get overly busy. For example, since mid-2007, I returned to school and completed a doctoral program in leadership, developed a leadership program for a network of more than 800 churches in Cambodia and trained two dozen men and women to teach the program, developed and taught a strategic thinking and strategic planning course in Ecuador, completed management and coaching certifications, wrote and published *Bold Leadership*, and kept up with my leadership training, coaching, and consulting practice, while rarely missing my boys' sporting events. I'm sure you have your own story, which may be crazier than mine.

I knew I needed a break this summer, so we took a three-week vacation. We were a couple days into the vacation when I realized I was in worse shape than I thought. I was exhausted and took naps daily. My body, though exhausted, just kind of buzzed. My wife had been telling me for some time that we needed to find more balance. I knew she was right, but it wasn't until I got off the tread mill for those three weeks that I realized how right she was.

Richard Swenson, M.D., in his book, *Margin*, says, "There can be little doubt that the contemporary absence of margin is linked to the march of progress...Those cultures with the most progress are the same as those with the least margin...Margin has been stolen away, and progress was the thief." Swenson defines margin as, "the space between our load and our limits." Our lack of margin results in a litany of physical, emotional, relational, and spiritual pain.

Though only a few weeks have passed since our vacation ended, my wife and I are committed to slowing things down. We review our family calendar and discuss whether or not we can attend certain events. I have committed to not spending as much time in my office. For example, I left my office a couple of hours early one day and took my boys to a nearby lake to swim, play in the mud (we literally had a mud fight), and just relax. We had a great time! I have resumed my workout program to help shed those extra stress pounds I have accumulated in the past year.

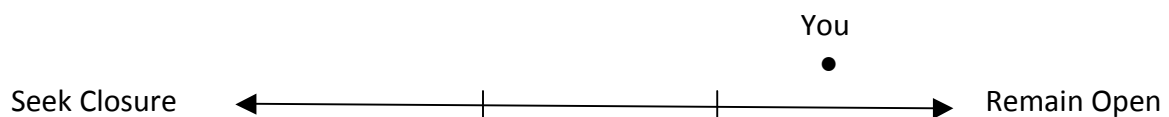
How about you? Do you need to take some time for personal renewal? Has anyone been telling you that you needed to find more balance? I encourage you to take some time to reflect and act!

Work of Leaders Profile

One of Inscape Publishing newest products is the Everything DiSC Work of Leaders Profile. This profile approaches leadership as a one-to-many relationship and focuses on tangible steps directed at leading a group or organization toward desired outcomes.

Best practices for leaders, especially senior leaders, involve crafting a vision, building organizational alignment with the vision, and championing execution of the vision. Each of these core practices has several drivers supported by two behavioral continuums. In crafting a vision for example, the drivers include the need to explore, take bold action, and test assumptions. The behavioral continuum for exploration include remaining open and prioritizing the big picture.

The Work of Leaders Profile provides you the behavioral style information you need to know about yourself. Additionally, Work of Leaders uses this information to locate your alignment with best practices. For example, in crafting a vision a leader needs to remain open. The opposite end of this continuum is seeking closure too fast. The diagram below is an example of the visual placement of your style. In this example, the individual's behavior is aligned with best practices.



The profile provides an overview of your strengths as a leader, as well as specific opportunities for improvement.

One of the great features of the Work of Leaders is that it allows a leadership team to see where the team strengths and challenges lie with respect to guiding an organization and how to work together more effectively. On a more personal level, reports are available that compare one leader with another and provide tips on how they can work better together. Learn more about this excellent resource at: <http://www.everythingdisc.com/workofleaders/>.

I recently used Work of Leaders with the leadership team for a high tech company. The results helped them individually and collectively to understand why they were having some challenges

and provided insights on how they could work together better and move change initiatives forward more effectively.

Call us at (916) 788-1094 or email us at info@SwitzerOnLeadership.com if you have questions, want more information or to see a sample report.



Dr. Switzer will be facilitating a workshop at the Fellowship of Christian Companies International on September 17 at the Ritz Carlton in Marina del Rey. The workshop will focus on Bold Leadership and feature a panel interview with CEO Steve Trice of Jasco Products, CEO David Busch of Hawaiian Water Parks, and former CEO and Chairman of the Board Ralph Meloon Sr. of Correct Craft. Come and join us! You can obtain more information about the conference at www.fcci.org, as well as by watching this informational video: http://www.youtube.com/watch?feature=player_embedded&v=oV5uiAwSq-o.

About the Author: Dr. Switzer works exclusively in the field of leadership. He holds a Doctor of Strategic Leadership with an emphasis in Leadership Coaching. He has worked with numerous organizations across the U.S. and has spoken at nearly thirty state, national, or international conferences. More recently, he has worked with leaders in Ecuador and Cambodia. He is the author of *Bold Leadership...Biblical Principles for Marketplace Impact*.

Switzer Associates...Leadership Solutions | P.O. Box 944 | Rocklin, CA 95677
<http://www.switzeronleadership.com> | info@switzeronleadership.com | 916-788-1094