

The Leadership Decision

VISION AND MARKETING STATEMENT
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The Leadership Decision

Vision & Marketing Statement

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LDR
DSC

This vision and marketing statement includes the following in support of *The Leadership Decision* – both the book and the overall business:

- Welcome
- Meet Catherine
 - o Biography
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Welcome

Welcome! I'm glad you're here.

If you've reached this point, I'm hoping that I've captured your interest about leadership being a decision. And, a decision that we can all make using the concepts outlined in my book, *The Leadership Decision*.

In this vision and marketing statement, you'll learn more about me and why I decided to write this book.

You'll also learn more about the book itself, my current business under-takings and the long-term strategy as it relates to the concepts presented within the text.

I'm glad you're here. Let's get started.

Decide to Lead Today!

Catherine

Meet Catherine

Biography

Catherine M. Rymsha, Ed.D., Learning & Development Manager, Aspen Technology; Lecturer, University of Massachusetts, Lowell; Author, *The Leadership Decision* and Owner, The Leadership Decision

Dr. Catherine Rymsha knows what makes a leader a leader. And, knows what the secret to leadership success is: Leadership is a decision.

In her full-time role, she drives leadership development and learning at Aspen Technology, the leader in process optimization software.

Rymsha is an lecturer at the University of Massachusetts, Lowell where she instructs and advises students (undergraduate and graduate, MBA) on how to become the next generation of business leaders.

Rymsha is a TEDx speaker with close to 20k views of her talk and a reviewer for the *Journal of Leadership Studies*.

Her professional experience further ranges from marketing to organizational development within health care, security, non-profit management and software.

Rymsha holds a Master of Science in Leadership and Doctorate of Education with a focus on Organizational Leadership from Northeastern University where her research focused specifically on organizational development within health care. She received her Bachelor of Arts from the Massachusetts Colleges of Liberal Arts.

Education

Doctor of Education, Organizational Leadership studies concentration, Northeastern University, Boston, Massachusetts, January 2009 – December 2013

- Dissertation topic: *Can leadership be taught?: An evaluation of a health care provider's leadership development program*

Master of Science, Leadership, Northeastern University, Boston, Massachusetts, April 2007 – May 2008

- Thesis topic: *Implementing a personal coaching program the World Congress Leadership Summit division*

Bachelor of Arts, English/Communications, Journalism and Public Relations/Corporate Communications concentrations, Minor in Business Administration, Massachusetts College of Liberal Arts (MCLA), North Adams, Massachusetts, September 2002 – December 2005

Career

Owner, The Leadership Decision, Amesbury, Massachusetts, August 2018 – Present

- Founder of training company focused on educating people on the principles of the book, *The Leadership Decision*.
- Organizing both in-person one-day workshops to train on fundamentals along with eLearning series

Learning and Development, Aspen Technology (A software company focusing on process industries), Bedford, Massachusetts, February 2016 – Present

- Leads all organizational learning activity ranging from eLearning to classroom training with specific focus on leadership development programs for all levels of leadership across the global organization
- Winner of “CEO Excellence” award in Q2 of fiscal year 2019 for Women’s Leadership Forum creation and programs to support leadership

Program Management, Communications, Virtual Incorporated (A technology association management company, Wakefield, Massachusetts, April 2012 – February 2016

- Directed client’s speaker bureau by providing strategic insight on program direction as well as day to day maintenance of program management including researching and evaluating speaking opportunities, designing PowerPoint presentations and writing speeches for executive staff to present at industry events/conferences, Congressional briefings/hearings as well as internal and external webinars

Marketing Manager, World Congress (An international health care conference planning company), Woburn, Massachusetts, January 2008 – April 2012

- Oversaw marketing portfolio of 15-20 educational health care conferences and forums annually with ownership over the organization’s largest events including the *World Health Care Congress*, *World Healthcare Innovation & Technology Congress*, *American Health Care Congress* and *Employer Health & Human Capital Congress*

Speaking

Panelist, LinkedIn Learning/Lynda.com Conference, Boston, Massachusetts, June 2017

- Presented overview of Aspen Technology’s organizational learning efforts with use of Lynda.com

Speaker, TEDxLowell, Lowell, Massachusetts. April 2014

- Presented talk on, "Want to become a better leader? Here's how. Just listen..."
<http://tinyurl.com/qbb7bv9>

Presenter, Research, Innovation, and Scholarship Expo (RISE), Northeastern University, April 2014

- Presented poster to academic community on dissertation - *Can leadership be taught?: An evaluation of a health care corporation's leadership development program*

Instruction and Academic Focuses

Lecturer, University of Massachusetts, Manning School of Business, Lowell, Massachusetts, January 2018 – Present

- Instructs classes on "Managerial Leadership" (Master of Business Administration) and, "Leadership Processes" (Undergraduate)
- Designs curriculum, syllabus and educational content to prepare students on leadership best practices
- Evaluates student performance through written assignments, presentations and participation

Influencer, University of Massachusetts, Manning School of Business, Master of Business Administration, Lowell, Massachusetts, February 2019 – Present

- In discussions to be a social media influencer to drive marketing efforts of University

Reviewer, *Journal of Leadership Studies*, August 2016 – Present

- Reviews article submissions for publication on "as needed" basis

Mentor, MCLA Innovation & Entrepreneurship Challenge, Massachusetts College of Liberal Arts, North Adams, Massachusetts. January 2017 – April 2017

- Mentor to students creating businesses plans for grant challenge

Lecturer, Merrimack College, Girard School of Business, Master of Science in Management, North Andover, Massachusetts, January 2013 – August 2015

- Instructed class on "Leading Organizational Change"
- Designed curriculum, syllabus and educational content to prepare students on best practices and strategies for leading large-scale organizational change
- Evaluated student performance through written assignments, presentations and participation

Instructor, Wells-Ogunquit Adult Community Education, Wells, Maine, Fall 2009 – Fall 2013

- Designed curriculum and instructed workshops on marketing and event planning

Instructor, Exeter Adult Education, Exeter, New Hampshire, Fall 2009 – Fall 2011

- Designed curriculum and instructed workshops on marketing, event planning and leadership

Instructor, Newburyport Adult and Continuing Education, Newburyport, Massachusetts,
Fall 2008 – Fall 2009

- Designed curriculum and instructed workshops on public speaking

About *The Leadership Decision*

Title: *The Leadership Decision*

Tagline: Decide to Lead Today.

Overview: Motivational, self-help, business/career book written for those looking to enhance their leadership ability through the decision to lead.

As part of vision for business, [outlined below](#), to differentiate from similar books and training organizations, is the [mobile app](#) to enable the reader to experience and utilize the concepts in their day-to-day to support the models to make decisions to lead.

Basics: 80,000+ words, 17 chapters

- One in three of a proposed series of books
 - o *The Leadership Decision*
 - o *The Everyday Leader*
 - o *The Leadership Brand*
- Based on real life examples and practice that I've experienced, taught and researched

Suggested price point (based on personal research and competitive research outlined): \$16.99

Premise/Framework: Leadership is a decision. People can make better decisions about their leadership development in using the main model outlined in the book – **The**

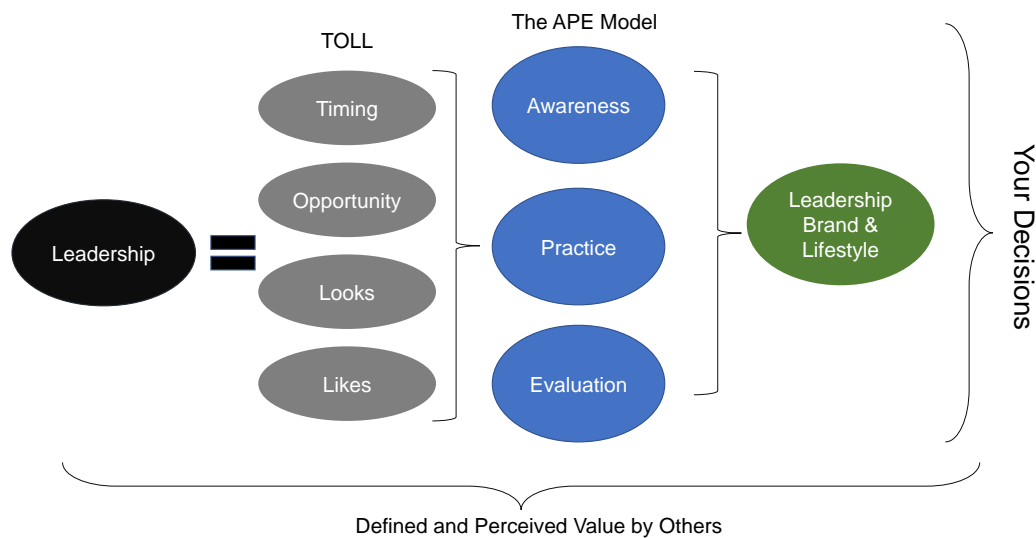
APE Model:

- Awareness
- Practice
- Evaluation

The APE Model is supported by a second model, called TOLL:

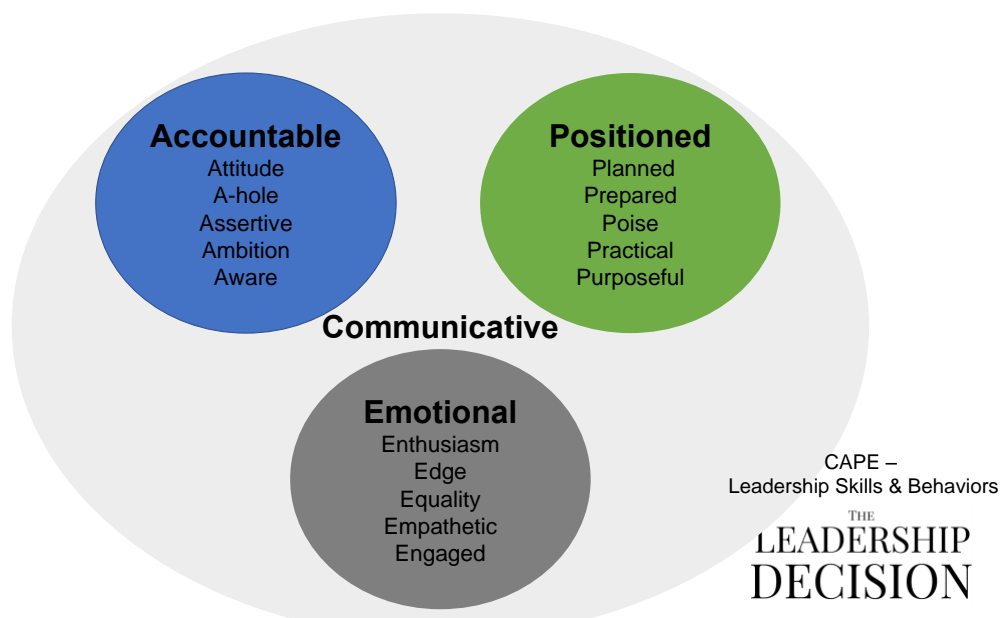
- Timing
- Opportunity
- Looks
- Likes
-

This graphic presents a visual overview of the text:



Skills addressed align with the acronym APE to ease in remembering, with the addition of a C to clarify. Meaning, the **skills addressed are CAPE**:

- Communication
- Accountability
- Position
- Emotions



Other general key concepts include:

- Defining value in leadership
- Leadership branding
- Perception as it aligns with reality in defining leadership value
- Leadership as a lifestyle
- People can make decisions about their leadership development with the APE Model and TOLL

Other key points:

- We need more leaders. We need more people to make the decision to lead.
- The decision-approach to leadership development with these models (APE and TOLL) and concepts can help anyone who wants to lead become a leader.
- Leadership isn't only for a selected few deemed worthy through or by assessments, reward, gender, age, ethnicity or rank. We all have the power to be leaders if we want to be. We simply need to make the decision to lead. But, that can be hard.
- Both the APE Model and TOLL provide a framework to enhance our leadership through our decisions.
- Decisions make leaders. Leaders make decisions.

Status: Book is in final stages of editing and additions of supporting references. Open to feedback and restructuring as publisher seems fit.

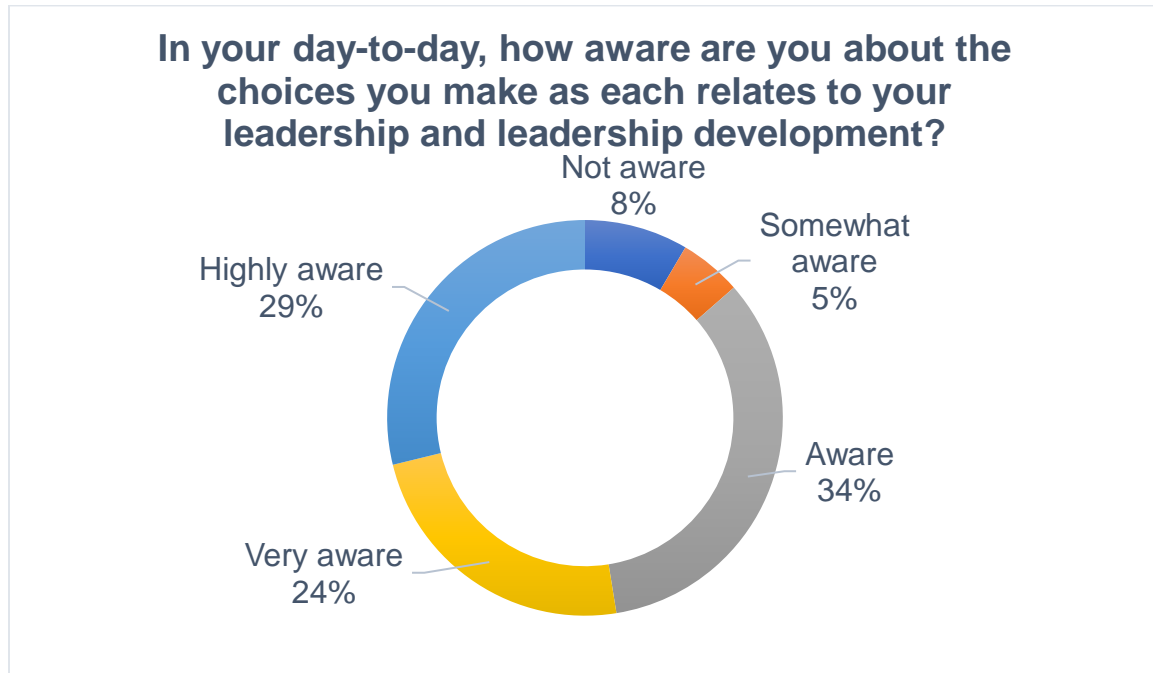
Audience

Written for professionals, students and those who are interested in enhancing their leadership practice and lifestyle for career and self-development through a simple, clear and practical approach.

Based on my research, professional practice and teaching, people between the ages of 25-45 are most concerned about their leadership development as it relates to enhancing their career and life.

From my personal market research in August of 2018, the following charts include further data to support the need for this book as it relates to the key concepts.

Data point one:



In examining this level of awareness of decisions, it can be assumed that most professionals are aware of their decisions as it relates to leadership.

This demonstrates a need for the book to enable these people a foundation (APE Model and TOLL) to further refine and enhance their leadership decisions as it relates to their growth and development.

It also shows that people, although having some level of awareness, could still improve here to aid in their own leadership development and growth.

Data point two:

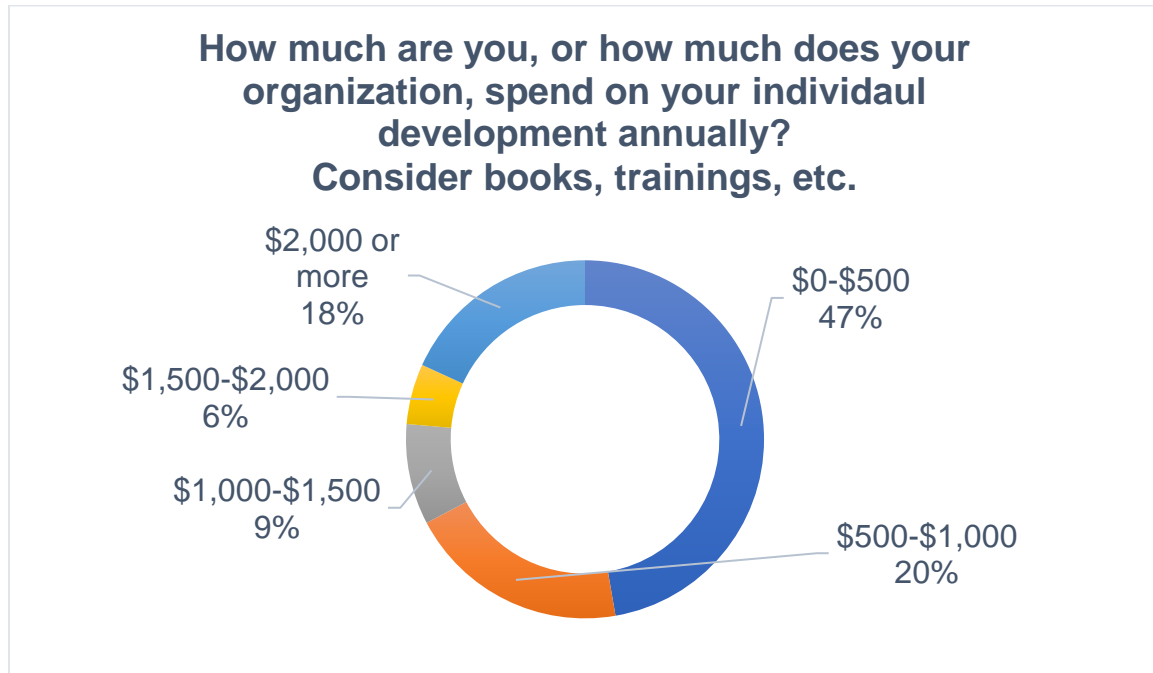


In examining this chart, the main takeaways as it relates to the audience, marketing and overall business strategy of *The Leadership Decision* are:

- This supports the APE Model for enhance decision-making as it relates to leadership development:
 - Awareness
 - Awareness as it relates to learning is strong in considering mixed methods from books and courses along with practicing and gaining awareness through the mix.
 - Practice
 - Stretch assignments, general practice at work and “Other” the following show how and why leadership decisions are best practice to aid in development.
 - Other include:
 1. Annual development survey sent to customers and colleagues.
 2. Blogs, Forbes, WSJ and HBR all have tracks on trends/thoughts in leadership and development

3. By leading a group of my own and interviewing leaders around me.
 4. Diversity and inclusion focus
 5. Groups discussion and informal lunches
 6. In day to day dealing with staff as questions or issues arise along with suggestions/comments from my Supervisor
 7. Industry news; industry journals, HBR
 8. Myers-Briggs assessment
 9. On-Line- news articles related to leadership, especially the New York Times and the Wall Street Journal
 10. Teaching leadership
- Evaluation
 - Feedback is the highest relates in terms of gaining awareness, which fully supports the APE Model
 - Another observation is reviewing this chart is how little people mention books. In proposing a book, this can be a challenge in seeing but also provides a huge opportunity in how to use technology, like a [mobile app](#).
 - Building a mobile app based on the book foundations, which do support elements in the chart above, would aid in the:
 - Awareness about the book thereby selling more copies
 - Enhancing utilization of the key concepts presented so people feel value from reading the text
 - Feel supported overall on their leadership path and decisions in having an ongoing tool in their pocket in utilizing the app on their mobile phone / device.

Data point three:

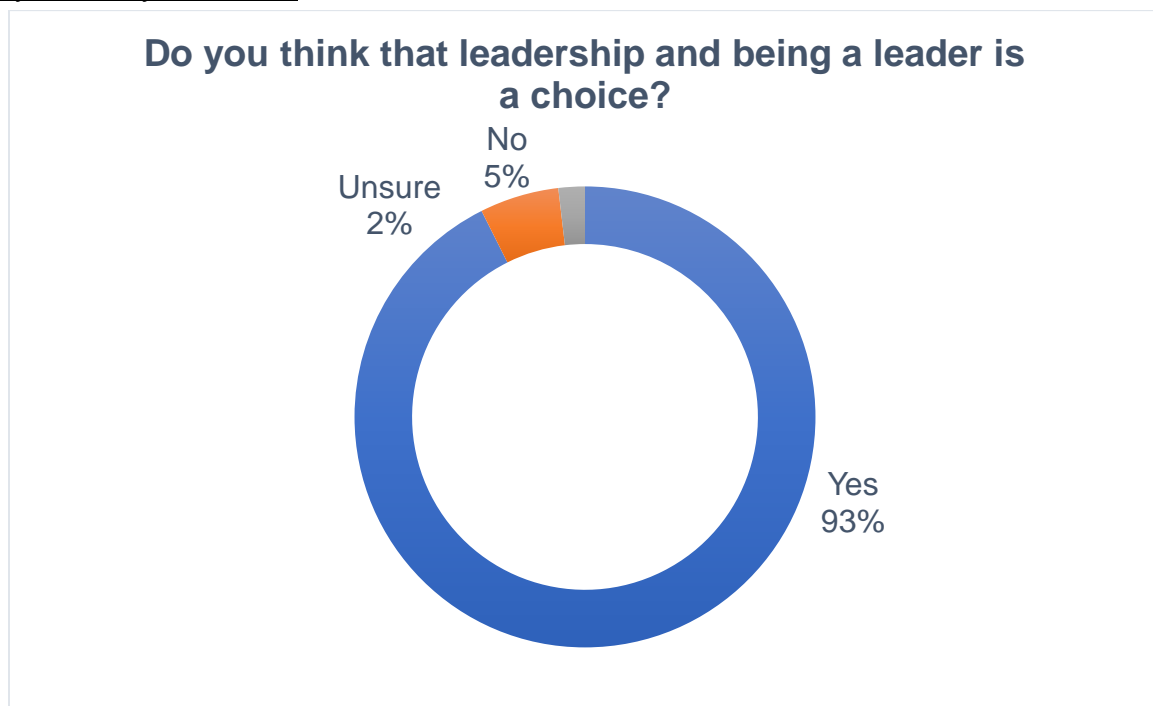


In seeing the investments that people make annually on their leadership development in conjunction with what they invest in that have an actual course (courses, books, eLearning), if books and workshops total \$500.00, the packaging of purchasing the

book along with the eLearning or live workshop (outlined in the business section) would equal in and around the \$0-500 mark.

In considering this, and in looking at the pricing of similar texts (on average, \$16.99 based on comparison outline to come), *The Leadership Decision* should be priced at \$16.99.

Data point four:



If people are agreeing, 93% of responders, that leadership is a choice/decision, then it further supports the need that this audience has in refining their skills and abilities.

Comparisons to Similar Books

This table outlines comparisons to other books and how *The Leadership Decision* differentiates itself from its competitors.

About the books selected for comparison:

- The first five are selected based on a 2017 Forbes article titled, *The Year's Five Bestselling Leadership Books, And Why They're So Great.*
- The middle three, were the top selling on Amazon and published within the last three-years based on a search completed on March 4, 2019.
- The last three are personal favorites of mine. I selected *The Leadership Challenge* as I use it in my MBA-courses as the main text. I also included Peter Block's *Flawless Consulting* based on wanting to pursue a similar business model with the workshops / trainings / product offerings he has designed in conjunction with the book. *Superbosses* is a book I've been reading lately and feel strongly about.

The following outline examines similar books.

- Forbes article titled, The Year's Five Bestselling Leadership Books, And Why They're So Great.
 - o **Start with Why**
 - **Author/s:** Simon Sinek
 - **Publisher:** Penguin
 - **Year:** 2011
 - **# Sold:** 171,000
 - **Price on Amazon.com:** \$12.29
 - **Pages:** 256
 - **Overview:** This book provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.
 - **Differentiators to *The Leadership Decision*:**
 1. The concept of "Start with Why" can be a motivating message. But, can be too abstract to actually do something with. In building on the looseness that Sinek presents to practical application, many doubt the practical application. And, the message is so broad that it can be applied to anything in business – leadership, marketing, innovation and the list goes on.
 2. *The Leadership Decision*, on contrast, focuses specifically on leadership while providing clear and actionable steps that can make a difference to people in real-life application thereby benefiting businesses, communities and lives.
 - o **Emotional Intelligence 2.0**
 - **Author/s:** Travis Bradberry and Jean Greaves
 - **Publisher:** PGW
 - **Year:** 2009
 - **# Sold:** 165,000
 - **Price on Amazon.com:** \$16.73
 - **Pages:** 280
 - **Overview:** Emotional Intelligence 2.0 delivers a step-by-step program for increasing your EQ via four, core EQ skills that enable you to achieve your fullest potential.
 - **Differentiators to *The Leadership Decision*:**
 1. There are similarities in this text to *The Leadership Decision* in understanding self-awareness and relationships along with

2. communicating one's plan and goals. It also addresses the importance of feedback to one's leadership development.
 3. But, the limit is that this book focuses on emotional intelligence and no other skills behaviors and tactics that can aid in developing one's overall leadership persona, lifestyle and path.
- ***Extreme Ownership: How U.S. Navy SEALs Lead and Win***
 - **Author/s:** Jocko Willink and Leif Babin
 - **Publisher:** Macmillan
 - **Year:** 2015
 - **# Sold:** 139,000
 - **Price on Amazon.com:** \$15.04
 - **Pages:** 384
 - **Overview:** Detailing the mindset and principles that enable SEAL units to accomplish the most difficult combat missions, Extreme Ownership demonstrates how to apply them to any team or organization, in any leadership environment.
 - **Differentiators to *The Leadership Decision*:**
 1. In my marketing years, I had people from the military speak at events. In my current role, we seek out the assistance of a leadership development group based at West Point, NY called Thayer Leadership Development Group. Some people (ex-military, current military and civilian), seem to get more motivated in the message from people who have served. However, the military is not business and the decisions that the military faces in their day-to-day life are different.
 2. Some, one could argue, may overlap in certain cases, but career professionals, students and the average reader may feel intimidated by the harshness of military messages and, from that, struggle with applying. The practical application to various scenarios without the harshness of combat makes *The Leadership Decision* more palatable for people of all kinds. I see this in my professional role with using US-based military academies for leadership development that may hinder the use of these programs for a global audience.
 - ***The Ideal Team Player***
 - **Author/s:** Patrick Lencioni
 - **Publisher:** John Wiley and Sons

- **Year:** 2016
- **# Sold:** 102,000
- **Price on Amazon.com:** \$9.57
- **Pages:** 240
- **Overview:** Whether you're a leader trying to create a culture around teamwork, a staffing professional looking to hire real team players, or a team player wanting to improve yourself, this book will prove to be as useful as it is compelling.
- **Differentiators to *The Leadership Decision*:**
 1. As listed on the Forbes website, this is a solid book for understanding team dynamics and building relationships. But, it is not a leadership book and talks about leadership so simplistically that it may underwhelm the reader in fully understanding the importance of leadership in team management.
 2. *The Leadership Decision* does talk about teams loosely but is not a team management book. The reader of one would benefit from reading in the other in tying together the two texts to then utilize the APE Model in making decisions as it relates to managing teams.
- **Good to Great**
 - **Author/s:** Jim Collins
 - **Publisher:** HarperBusiness
 - **Year:** 2001
 - **# Sold:** 78,000
 - **Price on Amazon.com:** \$14.99
 - **Pages:** 400
 - **Overview:** This book presents seven characteristics of companies that went from "good to great" including Level 5 Leadership: Leaders who are humble, but driven to do what's best for the company.
 - **Differentiators to *The Leadership Decision*:**
 1. Although strong business concepts are presented in this book that one could then make decisions in and around, it looks as leadership in a dated, hierarchical model which can lack practicality in today's more open, start-up and matrixed business climate.
 2. Whilst this can be useful for gaining insight on business, as noted, *The Leadership Decision* is written for all thereby

talking away the concept that leadership is only for a certain few with a particular title in the business world.

- **Top Selling on Amazon (Published within last three years)**

○ ***Dare to Lead***

- **Author/s:** Brené Brown
- **Publisher:** Random House
- **Year:** 2018
- **# Sold:** Unavailable
- **Price on Amazon.com:** \$14.99
- **Pages:** 320
- **Overview:** This is a book for everyone who is ready to choose courage over comfort, make a difference and lead.
- **Differentiators to *The Leadership Decision*:**
 1. This is admirable book with similar concepts and thoughts on leadership. It's easy to read and apply. Similar to *The Ideal Team Player*, if one were to read both books, it would provide a comprehensive framework to move forward with.
 2. *The Leadership Decision* does provide more of a path to work from in moving forward although some of the skills, behaviors and insights are similar between the two.

○ ***Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity***

- **Author/s:** Kim Scott
- **Publisher:** St. Martin's Press
- **Year:** 2017
- **# Sold:** Unavailable
- **Price on Amazon.com:** \$13.55
- **Pages:** 272
- **Overview:** Taken from years of the author's experience, and distilled clearly giving actionable lessons to the reader; it shows managers how to be successful while retaining their humanity, finding meaning in their job, and creating an environment where people both love their work and their colleagues.
- **Differentiators to *The Leadership Decision*:**
 1. This book, similar to *The Leadership Decision*, does talk about leadership in terms of the whole person. That's important especially to the topic of leadership and how one can influence those around them in defining who that is through self-awareness and communication.

2. This book does provide useful tools and suggestions for managing one's self in relation to teams in a holistic manner, but could provide more concrete steps as to how this builds into one's bigger picture of being a leader in all aspects of life.

- ***Leaders Eat Last: Why Some Teams Pull Together and Others Don't***

- **Author/s:** Simon Sinek
- **Publisher:** Portfolio
- **Year:** 2017
- **# Sold:** Unavailable
- **Price on Amazon.com:** \$11.55
- **Pages:** 368
- **Overview:** Sinek illustrates his ideas with fascinating true stories that range from the military to big business, from government to investment banking.
- **Differentiators to *The Leadership Decision*:**
 1. Similar to the military observations above and the criticisms of Sinek's *Start With Why*, this book can be difficult to apply into the day-to-day application. I've talked with peers and students who have struggled with application although well-written.
 2. *The Leadership Decision* is a better decision due to the actual tangible steps one needs to take to lead. More focus on the actual steps compared to that of the hypothetical.

- **Personal Favorites**

- ***The Leadership Challenge***

- **Author/s:** James M. Kouzes and Barry Z. Posner
- **Publisher:** Jossey-Bass
- **Year:** 6 edition (April 17, 2017)
- **# Sold:** Sold more than two million copies worldwide
- **Price on Amazon.com:** \$19.44
- **Pages:** 400
- **Overview:** *The Leadership Challenge* is the gold-standard manual for effective leadership, grounded in research and written by the premier authorities in the field.
- **Differentiators to *The Leadership Decision*:**
 1. Based on my ongoing usage of this book in my classroom instruction, I have tried to model my book after theirs in several ways: Practical, simple and easy to apply. That's what is key to writing a successful leadership book.

2. The differentiator in my business plan compared to theirs, while there are some similarities, is to build on the use of technology. I agree with their assessments and building products around those along with training for academics and professionals, but with having an app (further detailed in the "About the business section")
- **Flawless Consulting**
 - **Author/s:** Peter Block
 - **Publisher:** Pfeiffer
 - **Year:** 3 edition (March 15, 2011)
 - **# Sold:** Unavailable
 - **Price on Amazon.com:** \$38.99
 - **Pages:** 368
 - **Overview:** Focus on what makes for successful consulting with this practical, how-to-do-it guidebook.
 - **Differentiators to *The Leadership Decision*:**
 1. I included this as I admire what Block has done with his business model with the book in having face-to-face trainings, webinars and various products. Also, similar to Kouzes and Posner.
 2. The text itself is a different focus than *The Leadership Decision* so no comparisons for the sake of this outline.
 - **Superbosses**
 - **Author/s:** Sydney Finkelstein
 - **Publisher:** Portfolio
 - **Year:** 2016
 - **# Sold:** Unavailable
 - **Price on Amazon.com:** 272
 - **Pages:** \$13.55
 - **Overview:** A fascinating exploration of the world's most effective bosses—and how they motivate, inspire, and enable others to advance their companies and shape entire industries, by the author of *How Smart Executives Fail*. A must-read for anyone interested in leadership and building an enduring pipeline of talent.
 - **Differentiators to *The Leadership Decision*:**
 1. Similar to the above, this is a clear and applicable text. It focuses a more on talent than what *The Leadership Decision* does.

2. Overall would be comparable in scale, mission and clarity with focus a bit more on the practical steps one can take to master their own leadership path on how their decisions impact themselves and their growth thereby defining how others view them.

Social Media and Marketing

My current reach between social media and personal contacts to aid in selling this book:

- LinkedIn Contacts: 1,000 and growing
- TEDx Talk Views as of March 2019 on YouTube: 20,000
- Students at University of Massachusetts, Lowell per year average: 250
- Contacts at Aspen Technology: 1,500
- Personal contacts: 500

For social media and marketing:

- Active Instagram account for theleadershipdecision to post motivational quotes and to support business marketing
- Active presence on LinkedIn with professional accounts to leverage promotion of book
- Highlights of messaging within social media to include:
 - o Mobile pp to leverage book lessons via daily work
 - o Why leadership is a decision that everyone can make
 - o How to enhance your leadership path through your decisions every day
 - o Brain and behavior: How understanding can help you advance your career
 - o The APE Model and TOLL: How mastering the understanding of each can aid in your development
 - o The Leadership Lifestyle: What changes do you need to make?

Suggested Reviewers and Endorsements

Outlined here are a list of reviews. The first section are those people who I have professional relationships with. The second is the “dream team” of reviewers comprised of those I admire but do not know personally or professionally.

- Those I know:
 - o David J. Armstrong, PhD, Psychology; Vice President, Organizational Development; Author, *Distributed Work*, Chapter Seven: Managing Distances and Differences in Geographically Distributed Work Groups

- Stuart C. Freedman, PhD, Department Chair, Professor, Manning School of Business, University of Massachusetts, Lowell
- Sandra Richtermeyer, Ph.D., Dean of the Manning School of Business, University of Massachusetts, Lowell
- Carl Zangerl, PhD., Associate Teaching Professor, Northeastern University
- Those I admire:
 - Brené Brown, Author; Professor, University of Houston
 - Simon Sinek, Founder and Visionary, Start With Why
 - Gary Vaynerchuk, Entrepreneur, author, speaker and internet personality

Section of Overview

Dedication / Acknowledgements / Preface

Part One: Awareness

Part Two: Practice

Part Three: Evaluation

Part Four: Now What?

Notes / Works Cited

Table of Contents Overview

- **Part One: Awareness**
 - Chapter One: The Leadership Definition & The Value
 - Chapter Two: The Leadership Brand
 - Chapter Three: The Leadership Lifestyle
 - Chapter Four: The Decision-Making Process
- **Part Two: Practice Chapter Five: Welcome to the APE Model**
 - Chapter Six: Awareness
 - Chapter Seven: Awareness in TOLL
 - Chapter Seven: Practice
 - Chapter Eight: Evaluation
- **Part Three: Evaluation**
 - Chapter Nine: Evaluating Leadership Behaviors and Skills
 - Chapter Ten: Communication
 - Chapter Eleven: Accountable - The A Behaviors and Skills
 - Chapter Twelve: Positioned - The P Behaviors and Skills
 - Chapter Thirteen: Emotional - The E Behaviors and Skills

- Chapter Fourteen: Aligning the Behaviors and Skills to Your Decisions and the APE Model
- **Part Four: Now What?**
 - Chapter Fifteen: A Case Study in Daily Decision-Making
 - Chapter Sixteen: Your Leadership. Your Path. Your Decision.
 - Chapter Seventeen: The End. The Final Decision
 - Notes / Works Cited

Table of Contents with Chapter Summary Detail:

- **Part One: Awareness:** Part one, similar to the foundation of the APE Model overall, is a place where awareness is gained in setting the foundation for the remainder of the book in considering how one:
 - Defines,
 - lives and
 - decides about their own leadership
- **Chapter One: The Leadership Definition & The Value**
 - In this chapter, the reader is asked to consider how they define both leadership and leadership's value. In creating that, the reader can create their own definition to frame their decisions about in moving forward. This brings awareness.
- **Chapter Two: The Leadership Brand**
 - Once understanding how we define and find value, we can begin to look at how we use this to define ourselves and our value proposition, or "brand" as it relates to perception. The phrase, "perception is reality" is introduced, which helps us understand how both we define and how others define us. This is detailed further in the evaluation piece of the APE Model as it relates to feedback.
- **Chapter Three: The Leadership Lifestyle:** In this third step in building awareness about ourselves and leadership, this chapter introduces the concept that leadership is a lifestyle and something we need to consider as we frame our decisions about our leadership in moving forward.
- **Chapter Four: The Decision-Making Process:** In concluding section one, we take time to understand how the brain makes decisions to better understand the brain and behavior in moving forward to section two where the two models are further detailed.
- **Part Two: Practice Chapter Five: Welcome to the APE Model:** Part two, in building on the APE Model, focuses on practice and learning about the model itself as a way to make better decisions about leadership with its help. TOLL, the

secondary model, is introduced as it relates to awareness in using the APE Model in making better leadership decisions.

- **Chapter Six: Awareness:** This chapter outlines why awareness matters in making leadership decisions as part of the APE model and ways people can increase their level of awareness.
- **Chapter Seven: Awareness in TOLL:** Once understanding awareness as it relates to leadership decisions, the brand and the lifestyle, TOLL is introduced to add a simple yet complex way of looking at leadership from the lens of one's career and life in four pieces including timing, opportunity, looks and likes.
- **Chapter Seven: Practice:** Now understanding awareness and how one can building awareness about their current leadership practice and what they would need to do in moving forward with their decisions to change their leadership brand value and the perceptions of others, we talk about practice and ways that one can practice in their day-to-day. This section is meant to aid the reader in establishing their own next steps while keeping the premise of TOLL in mind as it relates.
- **Chapter Eight: Evaluation:** After one gains awareness and then practices, they need to evaluate their efforts through feedback in understanding how those around them perceive their efforts as it relates to their leadership value. This section looks at awareness from this standpoint as well as a level of self-evaluation in both the career-sense and personal happiness sense.
- **Part Three: Evaluation:** Evaluation is the focus on part three and focuses on the skills that one can evaluate for themselves for use to become a better leader through their decisions. In aligning with the APE Model and the E, basically, talks about skills in relation to evaluation. Evaluation in the sense of evaluating one's work is focused on in section two as the Model is outlined.
 - **Chapter Nine: Evaluating Leadership Behaviors and Skills:** This chapter introduces the third section in considering how we evaluate leadership behaviors and define what those are as it relates to our practice.
 - **Chapter Ten: Communication:** As communication is a sought-after and well thought leadership skill, it's addressed here and presents a new look at on the APE Model in keeping with the acronym - now CAPE. Having CAPE in relation to APE and TOLL makes the concepts easier to remember in practice.
 - **Chapter Eleven: Accountable - The A Behaviors and Skills:** This chapter looks at leadership skills that one can evaluate for themselves and

- use in their practice. The A skills and behaviors include: Attitude, a-hole (not to be one), assertive, ambition and aware.
- **Chapter Twelve: Positioned - The P Behaviors and Skills:** This chapter looks at leadership skills that one can evaluate for themselves and use in their practice. The P skills and behaviors include: Planned, prepared, positioned, practical and purpose.
 - **Chapter Thirteen: Emotional - The E Behaviors and Skills:** This chapter looks at leadership skills that one can evaluate for themselves and use in their practice. The E skills and behaviors include: Enthusiasm / Energy, edge, equality, empathy, and engaged.
 - **Chapter Fourteen: Aligning the Behaviors and Skills to Your Decisions and the APE Model:** This final chapter in this section summarize what the reader can do now with the APE Model, TOLL and consideration of the skills and behaviors outlined in using in their own life. It also reminds people to explore their own thoughts on based on how they've defined value in leadership from chapter one.
- **Part Four: Now What?:** In part four, the three prior sections are summarized to provide the reader with tips, suggestions and considerations in applying once moving forward with making decisions about their leadership.
- **Chapter Fifteen: A Case Study in Daily Decision-Making:** To help illustrate decisions both big and small as it relates to leadership and the leadership lifestyle an brand, simple yet impactful daily decisions are outlined to show how easy and impactful the Model can be.
 - Chapter Sixteen: Your Leadership. Your Path. Your Decision.
 - **Chapter Seventeen: The End. The Final Decision:** This final chapter is meant to share final thoughts to aid in motivating the reader to use concepts from the text.
 - **Notes / Works Cited:** Final notes about the book along with the works referenced and cited throughout

Branding: Logos and Graphics

For branding, note that:

- The primary colors of the book are black and white.
- This simplicity in color demonstrates that either you decide to be a leader, or you don't. The leadership decision, or deciding to lead, is black or white.
- The tagline is meant to signify both a sense of urgency and ownership – Decide to Lead Today.

- The larger font for decision to meant to exemplify that leadership is just that – a decision.

Logo one (long), no tagline:

THE
LEADERSHIP
DECISION

Logo two (abbreviated), no tagline:

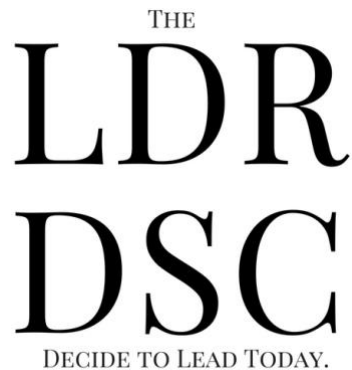
THE
LDR
DSC

Logo three (long), with tagline:

THE
LEADERSHIP
DECISION

DECIDE TO LEAD TODAY

Logo four (abbreviated), with tagline:



Learn about the business

Let's examine the plans for the business overall in using the book as the initial foundation:

- Vision
- Technology
- Next steps

Vision: The vision is simply: *To be the most practical and motivating leadership book and conference company*

This includes these three phases:

Books

The Leadership Decision
The Everyday Leader
The Leadership Brand

Trainings & Conferences

Face-to-face training for individuals and corporations
 Speaking at conferences and events
 Online training and webinars

Other

Academia
 Consulting
 Mobile app

Technology

Technology will make the book and the training more distinct than others in the market. In having a mobile app to support the concepts of the book, it will:

- Awareness
 - o Daily reminders on pre-determined commitments on what the user wants to make decisions about
 - o Motivational quotes and resources to aid in continuing learning to build awareness
 - o Leadership brand builder to build a persona in the app and tailor over time
- Practice
 - o Personalized recommendations on how and where people can practice their decisions to lead
 - o Community where people can support one another on what and how they are practicing their leadership decisions and lifestyles
 - o Push notifications to practice throughout the day tied to calendar
- Evaluation
 - o Journal to jot one's own performance
 - o Feedback seeker so those using can get feedback from those who are experiencing their leadership and on their Feedback Board and Success Team
 - o Timeline reviewer so the user can look back at progress made within the app to gauge the impact of decisions

Next steps

- Publication of book
- Ongoing training to promote teachings of book
- Creation of app

Thank you

Thank you for taking the time to review this Vision & Marketing Statement for *The Leadership Decision*.

I hope this equipped you with further knowledge about my vision about the book, my decisions that I've made thus far about it and my dedication to its success and impact.

If you would like to discuss further, I can be reached at:

Email: cmrymsa@yahoo.com
Mobile: 978-994-2235

Thank you again for your time and attention.

Decide to Lead Today!

Catherine