

Great Leadership: The Call To Lead Greatly

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It is time to get inspired by what we can be, do and achieve.

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Building 3Q Skills That GROW At The Speed Of Change Is My Commitment To A Better Future

3Q Leadership™ Blog- 30, 000+ Social Media Followers & Growing!

“Our chief want is someone who will inspire us to be what we know we could be.”

– Ralph Waldo Emerson



My passion for leadership began with the epic speech, I Believe, by a great man, leader and Nobel Prize winner, Dr. Martin Luther King. His words, I believe, still echo in my heart, because I think and feel that great leadership is the reflection of our deepest beliefs and commitment to a higher power, a great way forward, a better

life, workplace and world. Our beliefs inspires us to reach past what is and create what can be. In writing about something I believe in with all my heart, Great Leadership, I could not begin or continue without my own personal statement of belief. I share it with you, because the call for Great Leadership has never been greater.

I believe in the power of great leadership.

Leadership that speaks to human purpose, potential at the speed of change, in the face of challenges and crises. 3Q Leadership that helps us champion the values that take us forward, while building new ways of seeing, doing and communicating the optimize our greatest potential.

I believe in using our strengths, challenges and failures to build three critical areas that drive great leadership at the speed of change. Q1: IQ (ideation, strategic thought, focus)

Q2: EQ (self awareness, relationship management, communication, resiliency, risk tolerance) Q3: SQ (courage, integrity, purpose-the intrinsic motivators and timeless anchors for sustainability)

I believe in the power of human being better, not simply working harder than ever before because human potential and our ability to optimize it has personal and professional area of study, and has also been something reflected in the enormous challenges I have faced and overcome. Challenges that helped me hone my courage, my commitment to the power of human being better.

I believe in the power of personal leadership, because our ability to use failures, challenges, even crises to optimize our greatest potential is real. Our ability to adopt a new perspective, a new way of seeing what was in order to optimize our greatest purpose and potential is the fire that can

illuminate and empower us in the face of our greatest challenges.

I believe in the power of communication that builds social digital and cross generational bridges, communication that speaks to the common goals, the common purpose that unites us all; building better selves, better families, better workplaces, better organizations one word, one sentence at a time.

I believe in the power of women and others who have been traditionally dis-enfranchised to let go of the yoke of what was, and work with those who hold the reigns of power to create what can be when we develop the evolution of spirit, thinking and doing that takes us forward together as one people sharing one planet.

I believe in the power of thriving organizations that champion a better way forward for shareholders, stakeholders, employees, clients, communities because I believe the purpose = profit, and the greatest purpose we have is creating value for others. Value creation is litmus test of surviving and thriving in a bold new century where everything is changing faster than ever before.

I believe that great leadership speaks to every man and woman who hears the call, who feels the desire to contribute to a better future. Some of us will lead great organizations, some of us will lead great businesses, some of us will lead great personal relationships, families. We all have important roles to play in a better future, and our ability to do so lives

within our hearts, within our minds, within our desire to reach past what is so we can create what can be.

I believe we can meet the challenges before us, challenges that impact us all in different ways, by starting a New Year with one resolution; a resolution to evolve by seeing our strengths and our challenges with different eyes that take us forward faster, better and smarter, because our ability to align our heads and hearts in ways that create Me to WE solutions, ways that align our highest purpose with our greatest potential. The writing is on the walls of our lives, our workplaces, our organizations; it is time to lead greatly.

I believe it is time to get inspired by what we can be, do and accomplish.

Very best wishes for a New Year of growth and success~

More? You Betcha!

3Q Leadership Benefits And Why I Have Dedicated My Life To This Work

A Growing Collection Of 328 Leadership and 3Q Leadership Posts From Now To How: Building Social, Digital and Cross Generational Communication/Leadership

What Does Leadership Really Mean?

Leadership Means Winning The Silent War

The Purpose Equation

The Leadership Equation

Our Greatest Hope

From Pain To Gain: Ten 21st Leadership Lessons Learned

A Collection Of Heroic Women Changemakers

Against All Odds: My story of courage, faith, hope leadership

Women and Leadership: Ten Critical Steps Forward For Women

And Men



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or skype!***

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Business/Sales Development At The Speed Of Change

**Business and Sales Development At
The Speed Of Change The 3Q Edge™ |**

Insights and Tips

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*"Thank you Irene for great sessions. I recommend 3Q
Leadership for Business Development-Brilliant!" Donya Germain,
Director of Consumer Research ACCE International*



The Business/Sales Development Playbook Has Changed. While sales and business development still revolve around the three P's (Planning – Process – People) the arena in which we work has changed dramatically. Yes, you still need to hunt, gather (info), plant and harvest, but the way you farm and harvest is different because challenges, erratic changes, opportunities, failures are the new reality.

Learning to adapt, innovate, build your 3Q Edge™ is critical to business/sales development and the engagement and retention of a healthy, empowered workforce. Client retention, development of new product/service lines, new strategic alliances, stronger communities of purpose depend upon your ability to optimize strengths while transforming challenges into 3Q Skills and solutions that can take you forward. Doing so means refusing to be daunted by what is, because you recognize that you have the ability to create, develop what can be.

[pullquote align="left|center|right" textalign="left|center|right" width="30%"] "Irene is a nearly unstoppable force for the Human Side of Business. Her 3Q and REACH™ models are nothing short of brilliant." Ted Coine, Co-CEO Switch & Shift[/pullquote]

3Q Edge™ Recap: A counter-intuitive and critical coaching/training/mentoring focus that has helped my clients USE strengths AND changes, challenges, even failures to optimize three critical areas:

Q1: IQ > Ideation, Focus, Strategic & Innovative Thought, Ability to Learn-Relearn | **Intellectual Potential**

Q2: EQ > Emotional Intelligence, Self Awareness, Awareness of Others, Relationship Management, Communication, Resiliency, Risk Tolerance | **Emotional Potential**

Q3: SQ > Values, Purpose, Integrity of Thought, Communication-Action | **Intrinsic Motivators** that drive Q1 & Q2 when the going gets tough!

REACH™ Recap: A coaching/training/mentoring methodology that has helped my clients use strengths, changes, challenges, stressors, even failures to build their 3Q Edge™ while addressing specific leadership, communication, business development, sales development objectives and skills enhancement by

Focus	Redirecting
Confidence and Engagement	Empowering
Potential In High Stress, High Change Environments	Actualizing

Communicating Effectively (socially, digitally, cross-generationally)

(and re-harvesting) Results

[pullquote align="left|center|right" textalign="left|center|right" width="30%"] *"Sales has changed from a world of caveat emptor (buyer beware) to caveat*

vendor.” (seller beware-you are responsible!) Dan Pink, To Sell Is Human [/pullquote]

The New Business Development And Sales Playbook Contains Three Important Steps That Align With 3Q:

1. Sustainability of Purpose: A relationship that is right on the outside must be right on the inside first. Purpose = profit. Purpose demands an alignment of authenticity, integrity, values and objectives. Who are YOU? Who is YOUR company? How do your value propositions align? Sustainability of purpose demands alignment!

2. The Right Goals/Commitment And Skills: A great sales person needs three things: A goal/commitment to understand and meet the needs of others, and the skills development to make this commitment real. Business and sales development are not about YOU/YOUR company, rather they are about your clients, employees, colleagues, prospects and constituents. You can have the greatest product or service in the world, but if what you say, what your clients read does not open their ears, does not resonate with their heads and hearts, you will not get the engagement, traction and results you seek? You can be the sharpest pencil in the pencil case, but what happens if you cannot develop engagement, collaboration with employees or colleagues?

3. A 21st Century Definition of Business Development/Sales.

Business and sales development are about creating value for clients, employees, prospects, prospective strategic alliances, partners and constituents by developing communities of purpose; communities of shared values and objectives that drive reach, resonance and results! Learning how to communicate effectively, turn conflict into connection, refocus yourself and others when you hit a rut or wall is critical...and all are important 3Q skills.

The writing is on the walls of our lives, workplaces and organizations: Change is not the problem, it is the solution.

Our ability to build resiliency, risk tolerance, adaptability while guarding the values and integrity that drive sustainability are the litmus test of a better present and future. We can talk about change being difficult, we can deepen the neural pathway and make change impossible, or we can make a critical shift forward and embrace our ability to think, learn, communicate, collaborate, grow and LEAD forward.

Make the critical shift forward. Is it time to get empowered by how YOU can optimize strengths while also using changes, challenges, stressors, even failures to build your 3Q Edge™? Pie in the sky? Think again. My commitment to taking The 3Q Edge™ and REACH™ to as many people and organizations as possible is based on a decade of research, practical client experience and a personal and career journey that has taken me through the trenches from the mountain of success to the bottom of the abyss and back again. **I champion 3Q because our ability to lead forward, our ability to develop new ways of thinking, communicating, collaborating and succeeding is linchpin for success; the linchpin for building ME to WE cultures, organizations, collaboration in an age of rapid change, challenges, volatility and opportunity. Carpe diem, make the critical shift forward!**

More on 3Q Business and Sales Development? You Betcha!

Back to Business Basics

From Now To How: Building Social, Digital Cross Generational Communication/Leadership

Building The 3Q Leadership Skills You Need Now

The Linchpin To Your Company's Success | Switch and Shift TV Interview by Ted Coine

How To Build Your Communication Quotient

Seven Ways To Turn Conflict/Communication Problems Around

Constructive Discontent-Building A Key 3Q Life and Leadership

Skill



Author Bio: Irene Becker

Executive Coach, Consultant, Trainer, Speaker and Writer, Irene is a trailblazer whose unique 3Q Edge™ model has helped forward-thinking people and organizations in Canada, USA and Europe develop communication, leadership and career skills that GROW at the speed of change and challenges. First female CEO of a steel company in Canada, Irene has a track record of accomplishments in business and in the community at large. Passionate about the integrity of her work, Irene goes the distance for her clients face to face, by telephone, Skype or video conferencing

**Are you ready to go from Now to HOW? Time to get re-inspired?
Build 3Q Skills That GROW At The Speed Of Change/Challenges?**

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**I welcome the opportunity to discuss how I can be of service
to you/your team!**

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beckerirene**

Resolve To Evolve And Re-Define Winning

Resolve To Evolve And Re-Define Winning

Building Success At The Speed Of Change/Challenges

(Including 12 bonus links/practical and inspiring tips!)

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Building 3Q Skills That GROW At The Speed Of Change Is My Commitment To A Better Future

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Is one of your people stuck in a box/rut/overdrive or stasis?
Are you stuck in a box/rut/overdrive or stasis because YOU want to find a new way, better way to generate results at a speed of change, challenges, hyper-competition and opportunity that is accelerating?



You are not alone! Statistics tell us that employee engagement and stress caused physical, emotional problems are at an all time high. Is there an upside? You betcha. Resolve to evolve and re-define success. Starting building the Q skills that can take you/your people forward faster, better and happier by helping them optimize strengths while also using changes, challenges, stressors, even failures as a catalyst for their greatest potential. (Happier? Yes, neuroscience confirms that we need to prime our brains to be happy to optimize their potential.)

Resolve to Evolve

Do not get sidetracked by the symptoms of disengagement, frustration, stasis we face can take you off the beaten path, fighting symptoms rather than addressing the root cause of the problems you need to transform into effective solutions. Fighting the symptoms of what is not working may give you temporary satisfaction, but it will not help you ideate,

communicate, collaborate and succeed forward. The need to build a new mindset and skill set that helps us optimize talent and potential at the speed of change/challenges is real and critical!

Resolve to evolve. Get the right people on your bus and help them to build essential skills, skills that grow at the speed of change and challenges by using strengths, changes, challenges, stressors and failures to build their 3Q Edge™:

Q1: IQ Enhanced ideation, focus, strategic thought, ability to learn-relearn

Q2: EQ Self awareness, awareness of others, self management, relationship management, communication, resiliency, risk tolerance

Q3: SQ Purpose, values, integrity-the timeless anchors of true leadership, sustainability and the grit to forge ahead when the going gets tough!

Resolve to evolve. Take the automatic fear response out of change, by focusing on the only thing that is sustainable and timeless...Q3 Reset the internal and organizational GPS focusing on the purpose, integrity, values that are the only consistent, stable course of comfort and sustainability we have and will have. Make purpose = profit your mantra, and the mantra of your organization.

Resolve to evolve. Stasis is a recipe for disaster, rigidity of thought, communication and action is a time bomb ready to explode and destroy your potential and the potential of your organization from inside out. Big organizations, SMEs, professional services providers, start-ups, entrepreneurs, solo-preneurs all face the critical imperative to re-examine and re-gig how they motivate, empower, optimize, recognize, optimize and realize talent and results.

Redefine Winning

WINNING means developing the business mindset and agility of a gazelle by developing face –face, virtual and digital teams that respond (not react) to changes and challenges in ways that nurture and drive innovative, collaborative solutions.

WINNING means building a Me To WE culture where traditional silos are disbanded and replaced with better ways that drive vertical and horizontal communication, engagement and results by recognizing and enabling communities of purpose/new ways of communicating and collaborating that take you and your people forward!

WINNING means replacing theory with practice and collaborative action because neurons that wire together, fire together and our ability to ideate, innovate, collaborate, communicate faster, better and happier is real and critical.

Most of all...

Winning means having the courage to recognize the pain we share and using to to transform pain into gain by using problems to generate the fire of human potential. Start using problems to drive innovative solutions that take us forward individually and collectively. The problems that unite us in a new non-linear eco system, a new world and workplace where changes, challenges, stressors, complexity and opportunity will continue to accelerate faster than ever before are as great as our potential to USE them to LEARN-RELEARN, COMMUNICATE, COLLABORATE and SUCCEED Forward.

Resolving to evolve means realizing your ability to ignite, engage and stoke the fire of human potential, because nothing could be more important! Get the right people on your bus, and work with them to optimize, humanize, monetize in ways that take you forward. REACH Forward and the future will REACH back to YOU! Is it time to build your Q strengths? Are you ready to use what is to create what can be? Carpe Diem!

More On 3Q Leadership, Talent Optimization and Success At The Speed Of Change? YOU Betcha!

3Q Leadership Benefits And Why I Have Dedicated My Life To This Work

From Pain To Gain: Ten 21st Century Leadership Lessons Learned

Building Essential Success Skills That GROW At The Speed Of Change/Challenges

The Purpose Equation: Intrinsic Motivation

From No To Go: Success At The Speed Of Change

Evolve Or Devolve? Manage Performance OR Optimize It?

Organizational Development: The Thriving Organization>>Ten Power Steps Forward

The Fire Of Human Potential: Developing a Purposeful Life and Career

The Individual and Organizational Imperative for 3Q Leadership

Women and Leadership: Ten Critical Steps Forward for Women And Men

Disrupt the Status Quo: Making The Critical Step Forward

Ten Ways To Build Employee Engagement



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