

# Creating great leaders who want to lead!

By Craig Nathanson - The Vocational Coach™

---

Craig Nathanson, author, professor, workshop leader, speaker, corporate veteran, and private coach, presents an inspiring seminar about leadership.

## ***Enable good leaders to be even better***

Common reasons why leaders are effective:

- They enjoy their work.
- Their work aligns their abilities and their interests.
- The work fits their image of themselves and their role at work

Craig discusses specific strategies leaders need to create the right environment for creating even more growth — and more great leaders.

## ***Turn poor leaders into great leaders***

Poor leaders don't wake up in the morning and decide to do a bad job leading people that day at work. Common factors that influence poor leadership results range from:

- a misalignment of challenges and personal skills
- broken organizational systems
- poor role models

Craig discusses specific strategies for analyzing poor leadership results, and turning your ineffective leaders into great leaders who lead their staff to better productivity and improved results.

## ***Create new leaders who want to lead***

First, start with an inventory of your team.

Identify the people in your organization who have the right combination of emerging skills, interests and abilities that are aligned, and a passion for leading others.

Identify those who are doing a great job leading themselves, and who are already great role models for leading others.

Learn how to create great new leaders by creating an environment for growth and learning in your organization, using Craig's disciplined organizational approach.