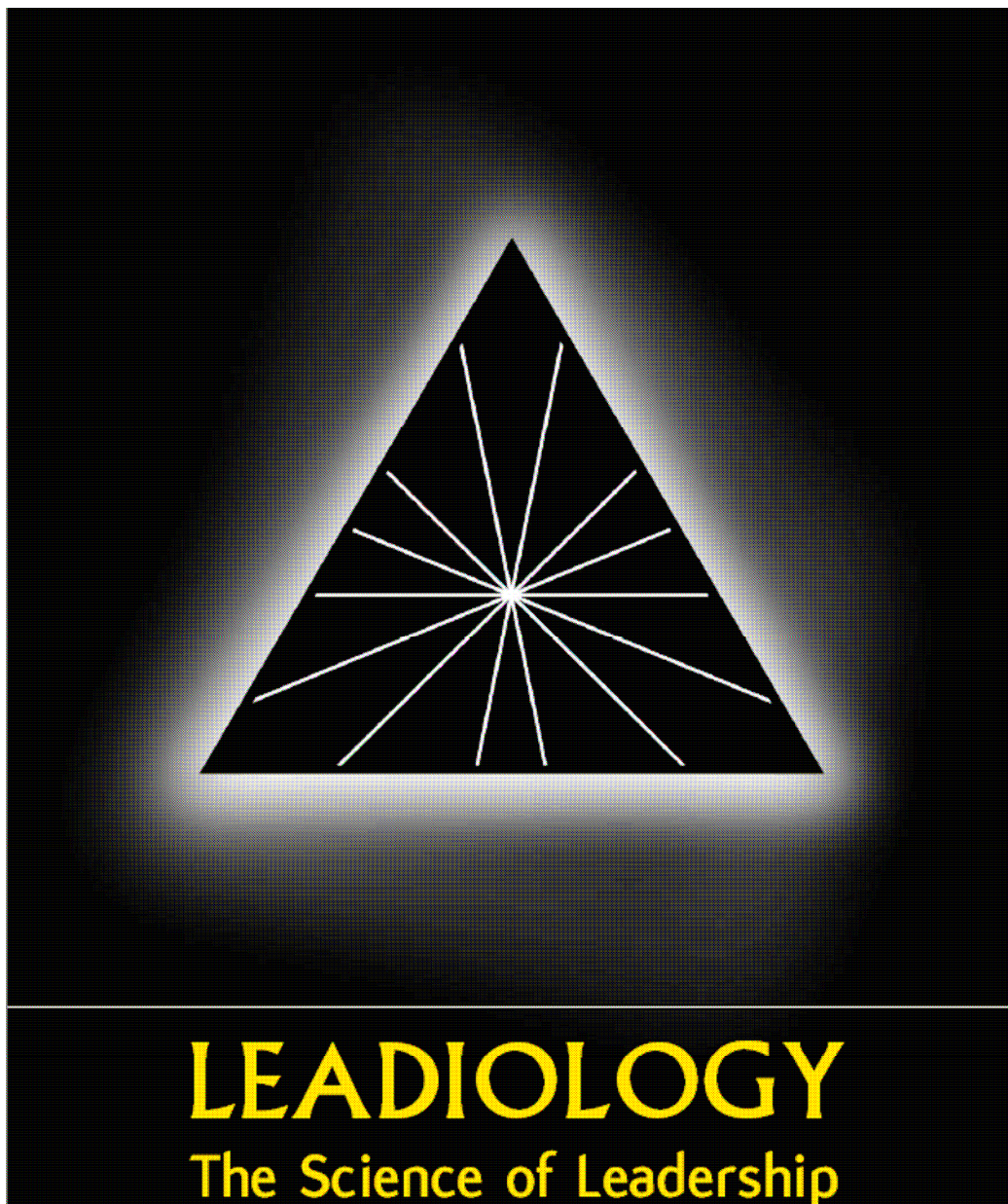


"Being aligned is at the heart of Leadiology. With Alignment comes true Balance and with Balance comes true Power. Be Aligned - Be Balanced- Be Powerful"

Ravi Arora - Speaker - Author – Alignment Expert

Extract from forthcoming book



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Introduction

Leadiology – The Science of Leadership helps people realise their leadership potential, by identifying and aligning themselves to their natural strengths and their businesses, making them healthier, fitter and more powerful as individuals. Ravi Arora

Anyone picking up this book will be wondering what Leadiology is about. It is a new word and concept, which was born out of my own leadership and life experiences research and observations of life. It's a concept, which identifies your natural strengths and balances your leadership. It provides strategies to cope with the demands and pressures of leadership and identifies common issues you have to face on a regular basis, which rob you of your energy vitality and balance.

For example is this you?

You're under pressure to perform with the resources you've got
 Your staff keep on leaving you
 Your staff are constantly under performing
 You feel you are constantly under pressure to meet targets
 You need to be constantly on the go to keep the business going
 You worry about failure
 Your customers are complaining of poor service
 Your systems are grinding you to a halt
 You get so tired that when you go home all you do is crash on the sofa and go to sleep
 You're tired all the time
 Your staff are ill all the time and you don't feel so great either

If it is then I seriously recommend that you read this book, as repeated continuous pressures will create further imbalances and do serious harm to you and the organisation you work for.

Leadiology provides examples on how to correct these imbalances and works at the Personal, Professional and Organisational level It's not quite the balance you are thinking about, what I'm talking about goes much deeper and takes into account every aspect of your personal Physical, Emotional and Biochemical balance, your working environment and your business. These models provide both personal and leadership development at a holistic level and is specifically aimed for the aspiring leaders and established leaders who want to know more about themselves, their strengths and their weaknesses.

This reduces stress related symptoms and increases personal performance, employee retention and ultimately organisational performance. Increasing sales, market share and return on investment

By the end of this book if you have understood the importance of Leadiology as method of discovering your balance as an individual and as a leader then this book has served its purpose.

Chapter 1

Aim of this Chapter

This chapter describes briefly where Leadiology came from, it's purpose, how the book is organised and how the rest of the book is laid out. Leadiology is new; Leadiology is revolutionary, find out how it can help you become a true leader.

What is Leadiology?

Leadiology has come from two words Leadership and Kinesiology. My experiences of the two led me to create Leadiology. You probably have some idea of what leadership is and you would probably include words such as direction, influence and goal setting in your definition.

Kinesiology on the other hand is not so well known and may in fact be the first time you have ever heard of the word. It is an actual science that was developed by Dr George Goodheart in the late 20th century and looks at balancing your energetic blueprint and involves looking at your emotional, biochemical and physical balance. You'll discover how some of the things that you do, think and eat will affect your level of energy and your leadership performance.

Using Kinesiology as the basis of Leadiology makes it unique in terms of its application. Kinesiology looks at the Emotional, Biochemical and Physical sides of the individual. Most coaching or psychological books and courses look at one element mostly the emotional/mental side, others may at most look at 2 sides, perhaps the nutritional side. This looks at all three sides and identifies the side that needs looking at first or what I call the priority correction.

The importance of Kinesiology in Leadiology is significant and will be discussed in greater depth in the following chapters

Purpose of Leadiology

Leadiology enables you to become the person you were meant to be and achieve what you were meant to do as an individual

To...

1. Enjoy greater health and vitality
2. Achieve your personal and professional goals
3. Work at optimum levels of productivity

And reduce the frequency of...

1. Neck, back and shoulder pain associated with sitting in front of a PC all day
2. Bouts of indigestion and other stomach disorders
3. Mental and emotional blockages due to increased levels of stress

And as a leader to...

1. Manage and lead more confidently
2. Understand your strengths and limitations
3. Create better working relationships

And help organisations to...

1. Reduce labour turnover and maintain key people
2. Reduce labour absenteeism and maintain high levels of motivation
3. Reduce stress and maintain higher levels of productivity

You will find Leadiology unique in its approach and the benefits apart from those above spill into all areas of your life and may even prompt you to find out even more about the principals discussed in the following pages. Read now the brief summary of what Leadiology is all about.

Summary of the book**Growing as a leader**

Throughout this book you will find failure sitting right next to success. They say there is a fine line between sanity and madness and that same fine line exists between success and failure; winning and losing; being a good leader and a poor leader.

How many times have you failed? Can you count them? You probably want to forget them, but from every failure you went through, mostly, you bounced back, you learned and you developed skills and experience.

You're an individual, your successes and failures shape your destiny. You'll be exploring yourself on a personal, leadership and organisational level as you work through this book. Whether it's your own business or not, the choices you make will determine your success or failure – and, if you follow the techniques you'll learn, you'll experience more successes than failures.

The secret of success is how you deal with failure and leaders need to know how to deal with failure, especially as the buck stops here - with you.

Growing as a leader is a lifelong process and you'll find this book takes a long-term holistic view of leadership. You'll find out how your personal balance can influence how you act, behave and lead.

Leadership is a journey which never ends, and there will be times when you will find yourself confronted with a leadership opportunity. My advice, take the opportunity and learn from it. You may fail, but you will certainly grow from the experience.

Leadiology looks at you now, not what you were before and not what you going to become in the future. It works on your present state now.

Leadiology fixes the now. You may be a leader now, you may be about to apply for a leadership position now, you may be having a problem with leadership now. If you're experiencing problems – and who doesn't – you need an answer now. The whole purpose of this book is to help you to discover your answers, your current set of skills, behaviours and strengths and allow you to become the leader you really are.

The starting point of your journey is acceptance. This means an acceptance of the starting point. This will determine your first step towards developing as a leader.

We are all born with certain characteristics, which we all can use in our leadership roles. There is the debate whether some people have a head start because they have inherited certain genetic traits, but I believe the qualities and the ingredients that leaders acquire come through experience and learning. People don't make leaders, they make themselves.

It is important to understand who you are and develop the traits you are born with to maximise your potential. However traits are not enough to make you a leader; you need experience too.

A leader requires many qualities, which include vision and the ability to set, plan and achieve goals. You'll learn about creating a vision and setting your goals. Achieving your goals and discovering techniques relating to reflecting on them will further fuel your motivation to achieve them. Leaders need to be inspiring and motivating, self-disciplined, open to learning and have honesty and integrity along with a host of other attributes.

You'll explore your internal leadership behaviours, how you lead yourself and carry yourself amongst your family and friends. It's a very personal analysis because it gives you a flavour of your personal strengths and weaknesses, which are also reflected in other areas of your life.

Your interactions with people, your ability to deal with difficult situations and your understanding of your personal environment all contribute to your leadership development. Your dominant trait may be very different from that of another leader, but leadership comes in many forms and many guises.

When you walk in through a door do you have a label saying you are a leader? Does your body language tell other people you are a leader? How people view you is just as important as how you view yourself. You'll find tools and techniques in this book that will help you to ensure that there is congruence in how people view you and how you want people to see you. You'll learn how to deal with the internal stress that you may currently experience if these two don't match right now.

Your journey begins with the process of understanding yourself as an individual and the ability to understand your feelings towards failure. You'll find out how you can use this experience to help yourself grow as an individual and also how to use it as an instrument to inspire others.

The journey continues with *personal balance* and you'll be looking at the whole of you, how you think, eat, live and breathe. Leadiology assesses your self-belief and your capacity to lead using *Kinesiology* and is based on your biochemical, emotional and physical balance. All of these three factors are co-factors of each other and if one is out of balance then, eventually, all will be out of balance.

You'll discover how important it is to maintain this balance in your daily lives. If a leader is not in balance they will harm themselves and also harms the people they are leading.

Leaders do get stressed; it's part and parcel of the role, however too much stress can cause a considerable amount of damage without them even noticing. Recognising the

symptoms of stress and how to cope and minimise stress is very important to maintain well-being and energy levels. Even though stress is very much part of a leader's life and we all need a bit of stress to get things done, too much can create a host of problems.

Our levels of energy and stress can also be influenced by diet. Your diet can either elevate or decrease your energy and stress, and you'll learn about the dangers of high glycemic foods, which can stress the body even further. You'll also find out about Syndrome X, which has a huge impact on your personal health and energy.

Stress and Syndrome X are partners in crime influencing your level of energy and the ability to perform at optimum levels, which every leader should aim for. They can zap your energy, but you'll find out how to minimise their effects so that they don't become a future problem.

You'll also learn techniques such as ESR and Ring of Fire.

On the professional level you'll explore the *7-step alignment* program, which helps to discover your natural talents and strengths. It exposes your misalignments or acquired weaknesses and makes you aware of the dangers on relying on them to make business decisions.

The third level you'll explore is the organisational level where there is a matrix of questions on the alignment of the organisation, relating strategy to its customer, employees and systems. The organisation's alignment in all these areas will impact on its bottom line and its success in the market place.

Underlying all three levels is the concept of alignment. If someone is out of alignment compensations will occur and performance is affected. These compensations are power leaks.

Examples of Personal Power Leaks are

1. Fatigue
2. Withdrawal symptoms
3. Illness

These have a ripple effect at all levels. If you are out of alignment personally you will also be out of alignment professionally. Now imagine if you are working in an organisation with several people out of alignment.

Power Leaks found collectively in organisations will manifest themselves in the following symptoms:

1. Absenteeism
2. Staff turnover
3. Organisational dysfunction

These can all cause stress and affect motivation, effectiveness, efficiency and customer satisfaction. All are also instrumental in creating more power leaks.

The Leadiology programme is a lifestyle programme and leadership programme rolled into one. Your lifestyle influences the way you lead. It doesn't make you a leader, no programme, course or book ever will, but it will make you aware of your strengths and weaknesses. It also helps you to assess what changes you need to make to raise your energy and well being from both the inside and the outside.

By going through the Leadiology journey, you will find your leadership destiny, your calling and your cause. You'll discover where you are now – and where you could go, if you follow the techniques and use the tools.

The journey will take you through questions, give you exercises to do, it will make you think and it will be your guide, a leadership guide to life.

Let's begin the journey



Ravi Arora is the creator of Leadiology– The Science of Leadership. A powerful presenter combining style with substance he will leave you challenged, inspired and motivated. His stories will make you think about the obvious while giving you an alternative view of leadership. His presentations are sharp and energetic and produce positive lasting change.

Last year Ravi Arora helped a design company earn 4% of their annual turnover from new clients using Leadiology techniques.

Ravi Arora's background includes senior held positions at Sony and TDK with responsibilities for strategy and project management. A Business Studies Graduate, MBA and professional Kinesiologist, he is well positioned to speak on Leadiology, The Science of Leadership.

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