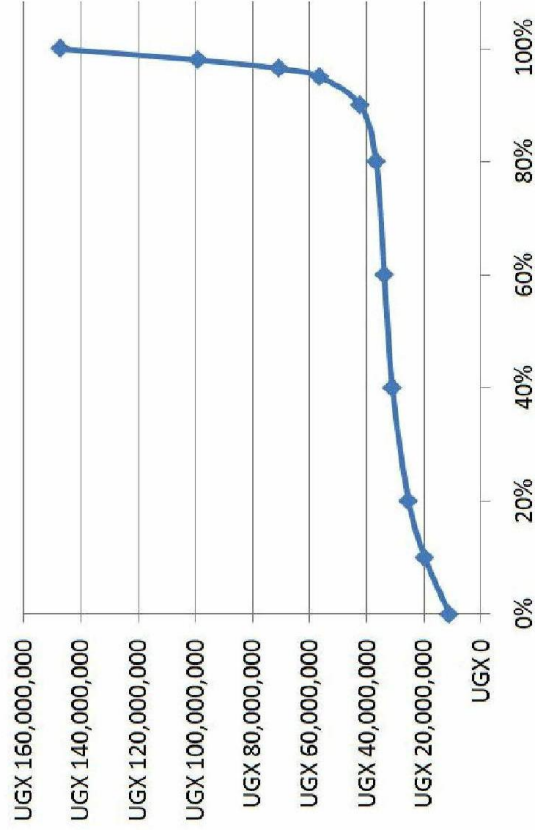


DO NOT READ THIS

... unless you want to earn over 50m UGX/month

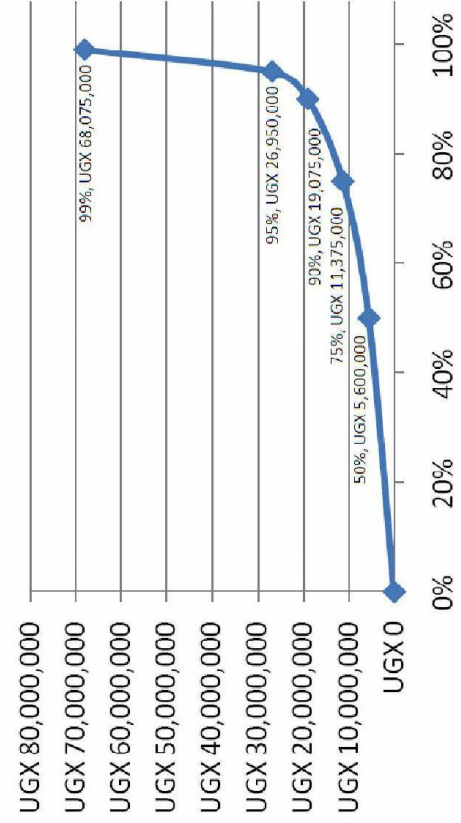
Income for Partners of UK Consulting Firms

in UGX/Mth



U.S. Income in UGX/Mth (U.S. Tax Payers)

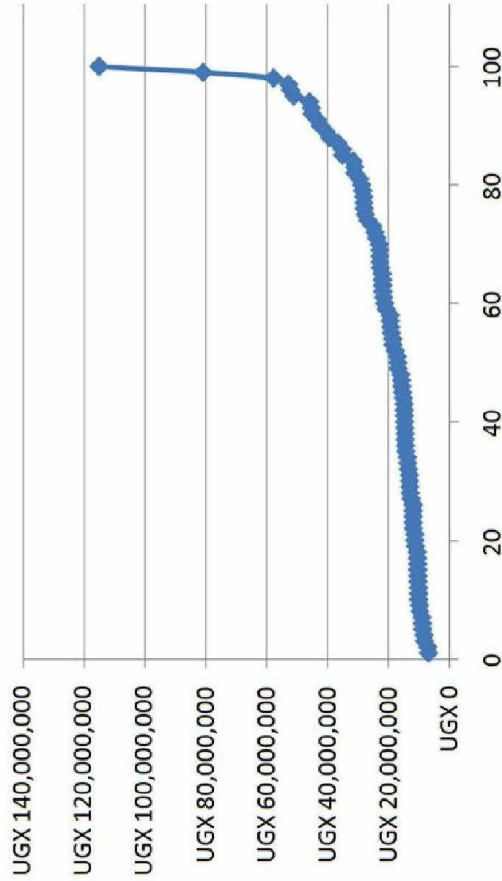
(Note that the highest figure is at 99%. 100% would be in the 100's of billions)



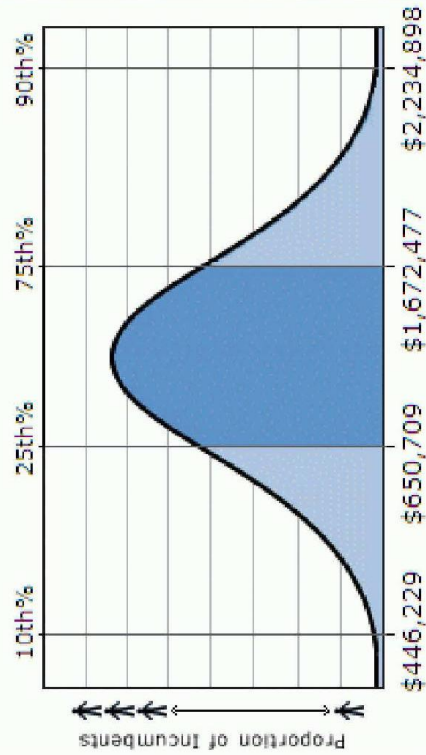
How to become one of Uganda's best paid CEO's

100 Best Paid Ugandan C.E.O.'s

Gross Income (inc Allowances) - From The CEO Magazine, June 2009



Chief Executive Officer - U.S. National Averages



Kenyan CEO's were paid less, but still earned quite respectable incomes. According to The Standard (24/2/2009) the most recent income survey was PriceWaterhouseCoopers' HS survey which revealed that the top 10 CEO's in Kenya in 2007 earned an average of \$380K/yr in salary (plus any bonuses and other benefits).

(This is equivalent to UGX 63,000,000 / month, plus any bonuses and other benefits).
It said on average, CEO's (of large organisations) in Kenya earned \$154K/yr in salary (plus any bonuses and other benefits).

If you would like further writings about business, spirituality, personal development, or how to transform Africa and African Leadership, then please write to free_book@advancedleadership.org

The following thoughts have been written with three purposes in mind:

- 1/ To help those genuinely interested in becoming a top CEO, to learn how.
- 2/ To encourage employees to think in a way that will help them and their company to be far more successful.
- 3/ As support material for a day of training that transforms how employees think, and which shifts their focus from 'earning money NOW' to becoming rich and successful as a result of the value they contribute to whatever company or organisation they work for.

The most important element determining your salary is your integrity

If you owned the company you're working for [e.g. MTN] and were employing an MD.

- How much might you pay for a brilliant manager – but one whom you couldn't trust?
- How much might you pay for a brilliant manager – who looks honest, but might not be?
- How much might you pay for a brilliant manager – who can be trusted completely
- and who is 100% committed to the company, even if it means personal sacrifice?

So, if your integrity is the major element determining your value, why would you sell yourself short?

And think about your company [e.g. MTN].

Which is more important—working to be a solid, reliable, trustworthy company – with trustworthy products, or marketing yourself to merely look like you're trustworthy?

Yes, you do need to market yourself.

If you have the best product but no-one knows, then you'll go broke.

But first you have to develop the product.

In most companies, less than 10% of employees are in marketing.

Now look at your own life.

- How much of your focus is on truly being the best manager you can be for your company (*constantly improving, always looking at how to add more value, seeking excellence etc.*)?
And how much of your focus is on looking like you're a good manager (*on getting by and doing what you need to, rather than constantly focusing on adding the most value*)?
- Are you more focused on being totally honest, or not getting caught out being dishonest?
- When you did your degree—was your focus primarily on learning and applying and personalising the learnings, or was your main focus to get the degree so you could market yourself?

If less than 20% of your focus is on marketing (or looking good),

then you're following the example of top companies and organisations throughout the world.

But if most of your focus is on the show rather than the substance (or the form rather than the essence)

then you're like a pyramid scheme or a sham company – that looks good on the surface

but which has no substance.

Why would you choose to be a Bernie Madoff who's now rotting in prison for the rest of his life, when you could be a Warren Buffet or Bill Gates?

So you want to become a highly paid CEO?

The June issue of Uganda's CEO magazine lists the remuneration of Uganda's top executives. No doubt many are looking enviously at these figures and wondering how they can earn such amounts.

Imagine that you own a business and want someone else to manage it. What would you look for?

- You'd probably want someone so honest you can truly rely on him or her,
- someone who focuses more on the company's success and profits, than on his own wealth (*someone who focuses more on giving than taking*);
- and who's in it for the long term, instead of aiming to set up his own business as soon as he can.
- You'd want someone innovative, able to identify new ways to add value to consumers and investors,
- someone who's constantly improving himself, learning and experimenting.
- And you'd definitely want someone who sees the CEO role as a major responsibility instead of a privilege.

So how do you stack up on each of these criteria?

- Do you merely want to get rich, or are you looking at how to be valuable?
- Would you trust yourself?

If you truly meet each of these criteria, then you're on your way to becoming a highly paid CEO.

But if you're only interested in earning the money,
without the attitudes, responsibility and approach that leads to it,
then ... by all means dream on. ☺

- Tony Lenart 26/7/08 (www.AdvancedLeadership.org)

If you want to be valuable ...

If you want to be valuable
... you need to be valuable.

*i.e. If you want to be rich
you need to learn to make yourself valuable.*

- Tony Lenart 30/7/08 (www.AdvancedLeadership.org)

Which sounds more like you?

"I want to get what I can."

"I want to build what I can."

"I want to give what I can."

- Tony Lenart 28/7/08 (www.AdvancedLeadership.org)

Focus on being valuable

If you focus on getting rich,
you may focus so much on getting (rather than giving *and* getting),
that people won't trust you.

If you focus on being valuable,
then by becoming valuable (to others)
and adding value (to others and yourself),
you'll develop a lot of value (a lot of wealth).

Let's face it – people don't give you money for nothing.
They only give you money if you add value to them (through your product or service).
So by focusing on being valuable, you focus on the very thing that will make you valuable.

- Tony Lenart 28/7/08 (www.AdvancedLeadership.org)

e.g. Twice during my 20's I had a choice between accepting a job paying \$100K p.a., or taking a more responsible job, but which only paid \$50K p.a.

Both times I chose the lower paying job.

I recognised that taking the senior management jobs that paid less would decrease my pay, but would increase my value.

And given a choice between being more valuable for the rest of my life,

or being richer for a couple of years, it was a no-brainer to choose value over pay.

If you want a low income, learn from those with low incomes.

If you want a high income, learn from those with high incomes.

- If you want to earn an income like most Ugandans, then emulate the work ethic and honesty of most Ugandans.

- If you want to earn an income like many Indians in Uganda, then emulate the saving habits of those Indians. ⁽¹⁾

- If you want to earn an income like rich Bzungu (white people), then emulate the work ethic and honesty of rich Bzungu: ⁽²⁾

Focus on adding value, on contributing, on looking for better ways to do things, on learning, seeking excellence, and really being a professional in your line of work; plan for your future, and see leadership as being about responsibility instead of privilege.

Work out what you want.

Find the best examples in the world of people who have what you want, and learn from and follow them.

Find out what attitudes, approaches and thinking lead them to success.

And then emulate those attitudes, approaches, and ways of thinking.

It's not rocket science. Just simple common sense:

- As you sow, so also will you reap.

- If you want to be valuable, then create value.

- But if you keep doing the same things you've always done, you'll keep getting the same results you've always got.

- Tony Lenart (www.AdvancedLeadership.org)

(1) e.g. If you want to emulate the savings habits of successful Indians, then buy yourself a motorbike instead of a Pajero until you're well settled financially. And don't buy a Benz until you're a multi-millionaire.

(2) Most successful Bzungu demonstrate most of the qualities mentioned above. Though, obviously, not all Bzungu demonstrate these good characteristics. However, a typical Bzungu manager in a city like New York, Sydney or Berlin is likely to demonstrate more of these qualities than a typical Ugandan manager working in Kampala. This is not a genetic difference. A Ugandan has the same ability as a Bzungu to demonstrate these qualities if s/he chooses. Of course the environment does have an influence. It is easy to (consciously or unconsciously) simply go along with the attitudes and approach of our fellow workers—but if we do this we should be aware that in doing so, we are choosing to get similar results to those our fellow workers are getting.

N.B. Bzungu is the Swahili term for "white people". Mzungu is the Swahili term for "white person". A white person walking anywhere in Uganda apart from the City centre is likely to have children point at him (or her) and excitedly shout out "Mzungu! Mzungu!"

How to become a highly successful CEO or senior manager (or entrepreneur)

If you want to become a successful manager, you need to plan your career path and work to make this a reality.

In marketing a product, the common wisdom is to focus on the 4 P's:

- **Product** *(Make sure your product is the best. {This means the best package for the market – so a Toyota maybe better – for the market – than a Mercedes.} However if your product is you; and you want to charge top dollar for it, then you need to be the best, full stop.)*
- **Place** *(If you want to sell Mercedes Benz's, don't set up your shop in a seedy part of town. If you want to sell cheap second hand cars, then maybe the seedy part of town is the best place.)*
- **Promotion** *(Many small businesses fail due to lack of promotion. Even if you have the best product in the world, you still need to let people know you have the best product, or they won't know to buy from you.)*
- **Price** *(The right price will depend on your product, your market, the elasticity of demand—and your strategy. Set the wrong price and you may go out of business. Set the right price and you'll maximise your profitability.)*

When it comes to marketing yourself, the same 4 P's apply.

- **Product** *(Make sure your product is the best. Given that your product is you—make sure you develop your attitudes & approach & thinking & skills & knowledge so that you really are the best person for the job. If you're a salesman make sure you're a great salesman, but also focus on developing the traits of a great sales manager: - help other salespeople to be better, be a motivating presence for everyone, learn about other products your company sells, and continually look for challenges that will help you to grow. If you already think like a sales manager, then when a management job becomes available, you'll be the most likely candidate. And even if your own firm overlooks you, you'll have the capacity to apply to other companies successfully.)*
- **Place** *(Find the best companies to help in your goals, and market yourself to them. If you're just starting out you might want to find a small company where you can rise quickly in the ranks. (It's a lot easier to be the Marketing Mgr for a small company than for a huge multi-national.) If you're more advanced in your career, look for large well respected companies.)*
- **Promotion** *(Look for how you can demonstrate your success. This doesn't mean arrogantly telling everyone how good you are. It means things like finding opportunities to demonstrate your ability. Take on tough assignments (which everyone knows are tough). Don't settle for mediocrity. Seek for excellence. Think in terms of your resume – e.g. "If I give this keynote speech it can add to my resume", "If I double sales or halve expenses or reduce staff turnover or increase our margin or introduce new initiatives or fix known problems – it'll look good on my resume". Make your resume a list of your accomplishments instead of just listing jobs you've had.)*
- **Price** *(Focus on being the best, and getting the best jobs, and the income will follow. On two occasions this author took jobs paying \$40K/yr (+ a car) when he could have kept or taken jobs paying \$100K/yr. But the lower paying (but more senior) jobs (for highly respected organisations) gave him the capacity to earn (roughly) an additional \$20K/yr for the rest of his working life. This certainly beats \$50K for a year or two. Also look for win/win performance-pay options and sell them to your manager. Make sure they can't lose by agreeing – and make sure you only ask for a small portion of what the organisation will gain. e.g. When the author provides training to companies he normally offers a "double your money back guarantee, if you're not more than satisfied". By ensuring that any organisation hiring him can't lose, he can charge more than he would otherwise.)*

And of course, plan ahead. If you want to become the CEO of a major corporation, then don't expect a job offer to fall out of the sky. Work out what would be the best career path to take you to that position—and then follow your plan.

Even if you want to set up your own business, then first work out how you can develop the skills and knowledge (and attitudes, approach and thinking) which will help you to be successful in your business. Probably this will be through first working for other businesses in a similar field, or at least developing your management capacity through working in senior roles in any organisation—and making sure that you are successful in those roles.

I am constantly amazed when I find employees who dream of being successful entrepreneurs, but who are happy to do mediocre work in their current jobs. Do they think they'll suddenly and magically transform their attitudes, approach, thinking and abilities when they start working for themselves? ...Yes – they may be more committed once they're working for themselves, but if they haven't developed a successful way of operating until then, they won't magically develop it once they work for themselves. If you want to be successful working for yourself, then make sure you are successful at whatever you are doing now – whether you're working for yourself or for others.

e.g. Like most professional soccer players, Ronaldo started his career by playing soccer at school. Imagine if he figured that because he wasn't being paid enough, that he wouldn't work hard, that he wouldn't stretch himself, and that he'd only do what he was told (instead of using his own initiative). Do you think he would have been offered a top paying role with a top club? And even if he was offered a professional role, after years of half-hearted play, how well do you think he'd perform?

Notes:

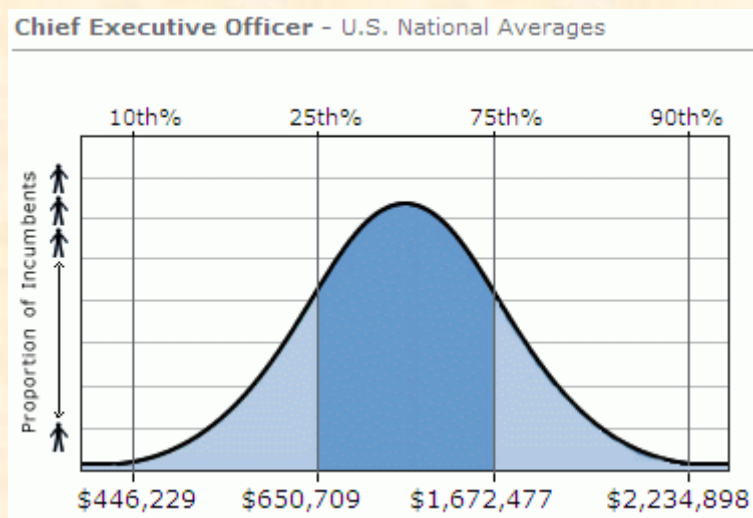
(1) In summary:

- **Place** - Plan your career path well ahead), including the type of jobs you intend to do, and ideally the type of organisations you intend to work for (eg. Self-employed or Government or small or large company, or NGO etc.).
(e.g. The author had his career mapped out at 12 yrs old ⁽²⁾. However, there's no time like the present to start planning.)
- **Product** - Then—and this is by far the most important—consistently focus on developing yourself (including developing your skills and knowledge as well as your attitudes, approach and thinking) so that you are the best in your field (or at least the best amongst those likely to be competing for the jobs you intend going for).

And when I say consistently develop yourself, I mean consistently. Your personal development and commitment to personal excellence should be a life-long quest. When a great soccer player gets offered a huge contract, you don't see him relaxing, saying "I've got the contract, now I can reap the rewards". Instead you see him continue training even harder. And no matter how old or how great an actor or a musician, you don't see her skipping rehearsals, thinking "It's OK, I know what to do now."
- **Promotion** - Constantly look for opportunities to demonstrate your talents. Think in terms of your resume, and make your resume an impressive list of achievements.
- **Price** - The result of doing the above, will mean that you can earn very good money. If your primary focus is on how to get as much money as possible now, you probably won't go that far. But if you focus on being worth a lot, and being valuable (i.e. providing value) you will end up being worth a lot. (i.e. If you want to sell a product for a lot of money, make sure you develop the product first.)

(2) At 12 years of age I had already planned my career path: deciding to work as a Salesman (where I would be judged on my performance instead of my age), then Sales Manager, then Marketing Manager, then General Manager, then Managing Director (and working up to being the Managing Director of one of Australia's top 150 organisations), and then becoming a public speaker and teaching others what had helped me to succeed. With minor variations this was exactly the path I took.

(3) For your information, below is a graph of annual CEO remuneration (including bonuses) in the USA in 2008.
(The median income was \$1.25m per year including bonuses and other benefits.) The source is www.hrsalarycenter.salary.com.



Kenyan CEO's were paid less, but still earned quite respectable incomes. According to The Standard (24/2/2009) the most recent income survey was PriceWaterhouseCoopers' HR survey which revealed that the top 10 CEO's in Kenya in 2007 earned an average of \$380K/yr in salary (plus any bonuses and other benefits). It said on average, CEO's (of large organisations) in Kenya earned \$154K/yr in salary (plus any bonuses and other benefits).

(www.eastandard.net/InsidePage.php?id=1144007331&cid=457&)

(4) Note that if you want to be top manager, that you must think like a top manager. If you don't take responsibility, if you're not committed to the organisation, if you're not prepared to do the right thing even if it's worse for you, then you're unlikely to rise to, stay at, and succeed at being a top manager. You might "succeed" in the short term, but in the longer term you won't succeed.

The performance of a top manager is harder to measure than the performance of, say, a great soccer player like Ronaldo. But just as Ronaldo's performance on the field determines his income, so will your performance end up determining your income.

Your income is determined by your impact

Many Ugandans, even in very senior jobs paying 20mUGX/mth and up, dream of having their own businesses.

To the degree that the dream is realistic, it is a good thing —as long as they also recognise that the surest thing they can do today to realise their dream is to work hard and creatively and effectively in their existing job, while taking a similar level of personal responsibility as if they owned their existing organisation. This would guarantee them the income-earning potential that will help them raise the necessary capital to start their own businesses, while also helping them to develop the talents and skills and attitudes and approaches which are necessary to be successful, whether in their own business(es), or working for others.

However, it is also necessary to be aware that that your income is determined by your impact. e.g. A teller at a bank (or a cashier for a chain of retail stores) has comparatively little impact, and therefore, little pay. The bank's M.D. (or the Chain-stores' M.D.) has a large impact and therefore receives a large pay. If s/he does very well, then with bonuses s/he will be paid particularly well.

It is also possible to have a large impact in your own business (as for example, Sudhir is doing). However, it does take a lot of work to build the business to the size where the impact is large. (e.g. For many years, Sudhir sat on a stool at his Forex bureau making fairly small amounts of money —which he then assiduously re-invested into his business.)

So the question to ask yourself, if you're a senior manager for a large organisation, is if your impact is likely to be larger if you leave and set up your own business (after maybe a couple of years of establishing the business), or by staying in your current role, with millions of dollars and hundreds of staff leveraging the impact you have?

- Tony Lenart 28/7/08 (www.AdvancedLeadership.org)

P.S.

1. Sudhir Ruperalia is Uganda's richest man (possibly excluding some corrupt politicians whose assets are undisclosed).
2. 20mUGX/= is approximately US\$10,000
3. The degree of positive impact you have is basically the same as the amount of added-value you create.
Your income is a portion of the added-value you create.
 - e.g. If I work as a senior manager in a firm and make an additional \$1m profit for them (compared to whoever else may be likely to be in my role), I might earn an additional \$50K—if I had previously negotiated a performance-based salary package. (If I hadn't, I would still gain \$50K of future earning capacity from the experience and track record).
 - If I have my own training business and do a training that is worth \$1m to my client, I can maybe charge \$50K for it.
 - Now, if I could do a training for my own staff that is worth \$1m, then I would benefit by the whole \$1m. However, to do this I would need a company of sufficient size for my training to be worth that much. (eg. If I built my own company to be as large as the banks or phone companies I train.) However, this is not really very realistic.
(And if I had a company that size, I would probably be spending so much time managing and building it, that I wouldn't actually have the capacity to also provide internal training worth \$1m. So my time would probably be better spent providing 20 trainings to large firms, than in trying to build up my own massive company.) Fortunately for me, I have managed to find a way of creating major impact through the benefit of my product instead of the size of my organisation. This gives me a level of freedom most people wouldn't otherwise have. (However, I still need to find large companies to work for (albeit as a consultant) in order to leverage the impact I have.)
4. Let's imagine you already have saved 500mUGX (in addition to whatever your non-performing assets like your home and car are worth). This should bring in approx 50-100mUGX/yr (or 4-8m/mth) whether you invest it in a business of your own, or a passive investment (like bonds, term deposits, shares etc). If you invest it in your own business – and you put a lot of work into the business and operate the business well, you should make more than this—but you need to look at your gains as being made up of:
 - the return on your funds (which you would get from investing elsewhere),
 - + your salary (i.e. The salary you would have earned if you weren't spending your time in your own business),
 - + any additional profit (or loss).

For most (though not all) people earning high managerial salaries, who then go into their own businesses, the reality is that after deducting the return on their funds (which they would have got from investing elsewhere), and deducting the salary they were getting (and allowing for additional hours worked in their own business), that they actually end up making a (comparative) loss by establishing their own business.

Résumé - Tony Lenart

Career History

- ★ **Senior Consultant & Trainer (and International Chairman)**
– **INSTITUTE OF ADVANCED LEADERSHIP** (1998 on)
See "Highlights" on the next page for more information
- ★ **Lead Trainer (& Managing Director)**
– **THE ADDED VALUE CREATORS** (1992 – 1998)
- ★ **Deputy Chief Executive (& Acting C.E.O.)**
– **ST VINCENT DE PAUL SOCIETY** (1990– 92) [From 25yrs old]
(One of Australia's largest N.G.O.'s, and one of its largest 150 organisations—with 1000's of staff, 1200 branches, 46 divisions, and \$¹/₃bn in net-assets—just in NSW.)
- ★ **Business Manager – B.O.C. HEALTH CARE** (1987 – 1990)
*(With C.I.G. / B.O.C. from 22-25 years old)
Responsible for 5000 products. Previous positions inc'd Sales & Marketing Manager & Nat. Mkt'g Services Mgr.*
- ★ **Managing Partner – LENART / WOOSTER CONSULTING SERVICES** (1985 – 1986)
- ★ **Trainee Manager – T.N.T. RAILFAST** (1984 – 1985)
- ★ **Sales Manager – MACMILLAN PUBLISHERS** (1982 – 1984)
Previous Positions: Field Mgr / Senior Sales Rep / Sales Rep
- ★ **Proprietor – LENART PHOTOGRAPHY** (1977 – 1980)
[From 12- 16 years of age]

Board Appointments

- ★ Chairman (& Secretary) – **The Hunger Project (Australia) Ltd**
- ★ Chairman – **Marketing Board – St Vincent de Paul Society**
- ★ Chairman – **Outreach Committee – Charity Awareness (NSW Premier's Department)**
- ★ Vice President – **Centres & Emergency Services (SVDP)**
- ★ Board Member – **Makerere University Business School Leadership Centre (Uganda)**
- ★ Board Member – **World University of Leadership (USA)**
- ★ Board Member – **St Vincent de Paul Society**
- ★ Board Member – **Charity Awareness (NSW Premier's Dep't)**
- ★ Member – **Office of Energy Steering Committee**
- ★ Member – **NSW Council of Social Services, Forum of Non Govt. Agencies**
- ★ Member – **Water Board Steering Committee**

Academic Achievements

- ★ **Director:** Makerere University Business School's Leadership Centre *(One of the leading business schools in Africa)*
- ★ **Designed & developed an entire MBA degree program**

Academic Credentials

- ★ **Bachelor of Business Degree** (U.T.S.)
- ★ **Company Directors Diploma** (University of New England)
- ★ **Diploma of Training & Assessment Systems** (BSZ50198)
- ★ **Diploma of Frontline Management** (NC 7042)
- ★ **Diploma of Clinical Therapy**
- ★ **Certified Master Practitioner** of NLP & Time Line Therapy
- ★ **Certificate IV – Training & Assessment Systems** (BSZ40198)
- ★ *About two to three dozen other certificates*

Professional Credentials Held

- ★ F.A.I.C.D., A.F.A.I.M., A.F.A.M.I., A.S.A.

Age: 47

Books Written

Business

- ★ "Financial Decision Making" (co-written)
- ★ "Accounting for the Sales & Marketing Function" (co-written)
- ★ "Uncommon Leadership"

Personal Development

- ★ "Creating Success & Happiness"
- ★ "Pearls of Wisdom"
- ★ "More Pearls of Wisdom"

International Development

- ★ "How to Change the World"



Recent Results / Testimonials

- ★ "Amazing", "Productivity increased tremendously", "Profits are up 80%" – Orient Bank M.D. (25/11/11)

"The feedback I got from my staff was amazing. The productivity increased tremendously. There was a paradigm shift [in the way staff deal with customers and their overall attitudes]: they now see customers as the basis for their business. That improved the relationship with customers tremendously. I would think the bank benefitted immensely. And staff also benefitted [because of what they learnt, and the unity we all feel today]."

There was an improvement in efficiency: a productivity increase [and a profitability increase] of 80%. We're actually targeted for 100% increase [in profitability] this year."

– Maxwell Ibeanusi,
Managing Director – Orient Bank



- ★ "Because of your work we'll survive" – NSSF [Pension Fund] M.D. (15/2/11)

"Because of your work in training our board and executive managers, NSSF will survive. We'd probably have ended up dying otherwise. At the very least we would have stagnated, been far less effective, and our reputation would have remained where it was [very badly damaged]."

Instead, we have already hit 2 trillion shillings [\$1bn] in assets, and are on the way to \$2 billion in assets.

I'd say 70% of the credit for this goes to your work. I don't think I would have got the changes accepted if it weren't for you. You set the stage. You created the understanding and the thinking that led to everything we needed to do being agreed on. It was brilliant."

– Richard Byarugaba – Managing Director, NSSF – The largest Pension Fund in Uganda, and the second largest financial institution in the country.



Highlights of some of Tony's accomplishments

★ Tony Lenart is the Senior Consultant & Trainer (& International Chairman) of the Institute of Advanced Leadership, based in Australia, and a director of the Makerere University Business School's (MUBS) Leadership Centre. He is one of the world's top trainers in Leadership and Management, and has achieved enormous success in transforming the attitudes, approach and thinking of employees, managers, and leaders in a wide variety of fields—leading to \$100's of millions in benefits.

★ Tony Lenart was the originator of the field of One on One Leadership Development (a precursor to the popular field of Executive Coaching), and utilised this methodology to help Azarias Ruberwa to become Vice President of D.R. Congo, 10 people to become Government Ministers, and 5 to become multi-millionaires.

★ On average, participants rate his training and consultancy as increasing their effectiveness by 80%. The R.O.I. (Return on Investment) of his trainings normally exceeds 1000%. And his corporate advice, insight and support have helped turn around companies including major telecommunications and financial corporations.

★ Mr Lenart doesn't merely work with senior managers as a consultant or trainer, but as someone who has also done the job himself. At just 25 years of age he was the Deputy CEO (and Acting CEO) of one of Australia's largest corporations, with 1000's of staff, 1200 branches, 46 divisions, and \$1/3bn in net assets.

★ Having helped many companies to massively improve their profitability, and helping a number of people to become multi-millionaires in Australia, he expanded his focus to impact the level of leadership practice overseas.

★ He has trained 45,000 people in the last 10 years, in programs ranging from one hour to three years. He's challenged a President, trained 6 Presidential Candidates, 2 Vice-Presidents, 4 Prime Ministers, 5 Generals; numerous M.D.'s, board members & senior executives, and tens of thousands of mid and lower level employees. He's also appeared on various television programs in 160 countries reaching a viewership of 100 million.

★ *Average consultants tell you what your company should do. Great consultants identify the most leveraged, catalytic things that can be done—taking into account all of the real-world constraints and corporate politics etc.—and help you achieve them.*

e.g. Many consultants talk about reducing conflict at work, or in the world; or about the importance of leadership development. Tony actually went to war zones, with little money, analysed the most leveraged interventions... and implemented them...

★ He helped end two wars: Tony Lenart's training in 2002 of the top 178 rebels who controlled Eastern D.R. Congo, helped lead the RCD-Goma rebel group to give up fighting and to form a Government of National Unity—ending a war that had killed 5 million people.

(Before the training it was estimated that while 50% of the rebels said they wanted to end the war, only 25% meant it. After the training almost 100% said they wanted to end the war, and the estimate was that 50% meant it.)

Tony also provided the General Secretary of RCD-Goma with One on One Leadership Development. Within 2 years he had become the Vice President of DRC, and various participants had become Governors, Ministers, and Dep't Heads. Our Deputy Chairman in Uganda also used IAL's mediation techniques to help orchestrate 2500 UNRF II rebels to give up fighting and rejoin civilian society.

★ Tony has written 6 books on leadership, corporate psychology, success, & international development; and co-written 2 books on Finance, Sales & Marketing.



Tony Lenart

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*Some companies
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