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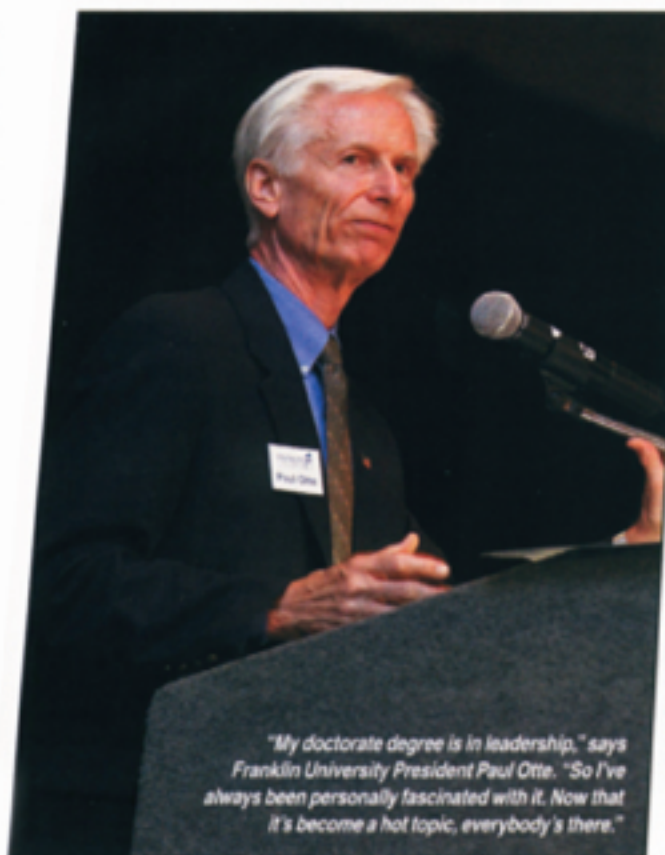
DR. TED SUN'S



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FROM COLUMBUS CEO MAGAZINE

LEARNING TO LEAD



"My doctorate degree is in leadership," says Franklin University President Paul Otte. "So I've always been personally fascinated with it. Now that it's become a hot topic, everybody's there."

A leadership education boomlet is under way in Central Ohio. Does such training make sense? How much is enough?

BY JULANNE HOHBACH

It's a hoary question: Are leaders born, or are they made? Like the chicken and the egg, there's no right answer. But several organizations are betting there are enough folks in the "made" camp to support new programs aimed at pumping up the leadership pool in Central Ohio.

In an era of corporate scandals and dethroned CEOs, leadership is "really a hot topic right now," says Laurie Marsh, executive director of Leadership Columbus, an organization founded to increase the civic participation of emerging community leaders. "It's amazing to me how many efforts are springing up around town."

"I think there's scientific reasons for it, but I think there's also emotional reasons for it," Marsh says. "It used to be that the CEOs of companies that were locally owned and locally run were the leaders of the community," she says. That's often not the case anymore, and leaders are more transient.

Newest entrants in the leadership training sweepstakes include Franklin University and a local business coach named Ted Sun, who's trying to launch his own leadership academy. Capital University is hoping to break into the leadership education market when it finds the right site for a new campus Downtown.

Can such programs really make a difference?

FRANKLIN'S LEADERSHIP CENTER

Franklin University already offers graduate and undergraduate leadership programs. Now Paul Otte, Franklin's always-aggressive president, is looking to raise the university's profile in the executive education sector. "My doctorate degree is in leadership," Otte says. "So I've always been personally fascinated with it. Now that it's become a hot topic, everybody's there."

Otte says the Franklin Leadership Center is a natural extension of the university's existing programs. In addition to a leadership-focused MBA, Franklin offers an undergraduate major in organizational leadership. Otte, who chairs the undergraduate program, says Franklin was the second school in the country to offer it, and it's one of only about a dozen nationwide.

Franklin has a speakers' bureau that addresses leadership topics, and the Franklin University Press will publish its second leadership book, by Worthington Industries founder John H. McConnell, in June. Such offerings are fine, Otte says, but for some time he's had bigger things in mind. "If we had some fund-



"One of the things that tends to bother me is when people look for something to be passionate about, and they tend to look at the wrong things," says Leadership Academy founder Ted Sun. "People are not slowing down enough to look at the emotional, spiritual, physical impact of what's going on around them."

A LEADERSHIP ACADEMY

Business consultant and executive coach Ted Sun doesn't have a university to back his leadership program, nor a major donor to fund it. But lack of support hasn't dissuaded Sun from entering the fray with a new Leadership Academy.

Sun, who has dubbed himself "chief dream maker" at his firm, Creative Innovations Enterprises, also owns enterprises named Executive Balance and Knowledge Builders.org. He's an engineer, holds an MBA and recently completed his doctorate of management in organizational leadership through the University of Phoenix, where he also teaches part time. (Some, but not all, of the leadership doctorate can be completed through Phoenix's new Polaris-area campus.)

Sun says seven students enrolled for his first Leadership Academy class in May. He plans to cap enrollment at 15. The six-month program costs \$1,295 and targets people already in leadership positions, though that's not a prerequisite for acceptance. "The biggest thing I look for," Sun says, "is their passion to make a difference in other people's lives."

Can Sun compete against Franklin and other local colleges and universities (See "Other Training Options") that already offer leadership training? Sun's optimistic. He says there's a missing element in other programs such as Leadership Columbus. "Columbus needs to

have something that's on a bigger scale about leadership," he says. "This is not about who to know and how to contact them."

Sun's program covers internal understanding, interpersonal mastery, systems consciousness and "creating your balanced vision." It includes monthly meetings and an online component that challenges participants to apply what they have learned in the classroom. If all goes as planned, mentors and chat rooms will allow participants to continue learning after the certificate program has ended.

Sun expects his students will move toward human values, rather than money, as their ultimate motivator. Participants are expected to apply the lessons by creating action or motivational plans in their own organizations. "We're going to measure the program based on the impact on the organizations," Sun says. A reduction in employee attrition, for example, would be a positive outcome.

Sun takes a holistic view on leadership and its importance. "One of the things that tends to bother me is when people look for something to be passionate about, and they tend to look at the wrong things," he says. "People are not slowing down enough to look at the emotional, spiritual, physical impact of what's going on around them."

Sun's program spends a good bit of time focusing on the "spiritual" side of leadership, though he says he doesn't use the term in a religious sense. One of his favorite books, he says, is James Hillman's *The Soul's Code*, which talks about spirituality and doing what your gut wants you to do.

Some of Sun's pronouncements sound a bit out there, it's true, but he doesn't come across as a fruitloop. His comments have been featured on ABC and NBC, and he says he's been invited to be a presenter at the Third Global Conference on Business and Economics in Amsterdam in July.

Sun hopes to offer the Leadership Academy, which will be self-supporting through tuition, several times a year as interest increases. You have to walk before you run, though; he's starting with an annual course.

A five-member executive board governs the Leadership Academy, with input from a four-member advisory board. Sun says he has corporate support (not necessarily financial) from the Wellness Forum, Executive Balance, Big Fish Networking, Ohio State University's George H. Alber Enterprise Center, Optimum Companies, Mooney Financial Services, Easter Seals, Central Ohio Transit Authority and ASH Image.

DR. TED SUN IN THE MEDIA

Washington Post – Ted Sun was amongst the most polished...

Business First

- A game plan: Ted Sun is no Woody Hayes, but he knows a thing or two about coaching...Ted is really excited about life and his work...when you work with someone that positive, it brings out the best in anyone
- IT executives credit career mentors for success: Good mentors are not going to do it for you, says Sun...mentors should hold their mentees accountable.
- Learn secrets of biz success: The lack of learning ability for many successful people in organization could be a plausible explanation for high failure rate.
- Employee Ethics: To better ensure a firm hires ethical people, Sun recommends focusing on values rather than skill sets from the very beginning of the hiring process.
- True Vacationing: So how did he make time for his upcoming pleasure trips to Denver this month and Myrtle Beach over Memorial Day?...Baldzicki says since meeting Sun last summer, he has learned to delegate tasks.
- Calm Amid Chaos: Business Coach Ted Sun, implemented chaos theory to help Tom Sanders manage double-digit revenue growth.
- Holistic Approach goes beyond the office: Lowering stress by, for instance, learning what situations put you on the defensive, and how to read the people around you ... not only can keep you healthy, but also make you more effective in business.
- Minimizing stress by addressing conflict: Take time to understand, rather than to simply solve the problem. Otherwise, it may cost your organization and lead to unexpected heart attacks.



Inc Magazine – Managing everyone's a critic: the best thing you can say is, "that's interesting, let me think about that," adds Ted Sun... crossed arms, sighs will betray you. People place a great weight on non verbal information...sends the message that you really do not care what your people think

Columbus CEO – "Columbus needs to have something on a bigger scale about leadership", Sun says. "This is not about who to know and how to contact them."

International Journal for Business and Economics – Professor Sun, I am pleased to inform you that your submission has been accepted for presentation at the Third Global Conference on Business and Economics to be held in Amsterdam, Netherlands, July 9-12, 2004.



NBC – Chaos Theory and the Blackout of 2003: "Chaos theory is learning how to let the beauty of human nature come alive in the darkness... people will naturally help each other if you simply let them...implementing chaos in organizations creates a lot of order leading toward greater profitability"



ABC – A game of leverage, Learning to run a business: "Running a business couldn't take you 60-80 hours a week...knowing the art and science of running a business is not taught in most schools"



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