



WHAT LEADERS REALLY DO

Transcript of Remarks

Presented by Douglas Wendt, President of Wendt Partners
at the *Best Places to Work in Pennsylvania* event
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Good evening.

In an article titled *What Leaders Really Do*, John Kotter of Harvard Business School said:

“They don’t make plans; they don’t solve problems; they don’t even organize people. What leaders really do is prepare organizations for change, and help them cope as they struggle through it.”

What Kotter is saying is not so much that planning, problem solving and organizing aren’t traits of leaders. What he is saying is that leaders perform these actions not for their own sake, but for the purpose of driving change—change that is often difficult but essential to their organizations.

Helping leaders prepare for and communicate change to their organizations, is what we do at Wendt Partners.

We accomplish this through four integrated services:

First, we **advise** through strategic consulting.

Second, we **design** through branding and messaging.

Third, we **engage** through organizational development.

And fourth, we **deliver** through integrated communications.

As a result, our clients achieve leadership success, which means that their strategy, messaging, employees and stakeholders are all moving in unison toward innovation.

We’ve helped business, nonprofit and government organizations like these all across Pennsylvania to achieve this outcome, through our unique approach.

As you think about moving your team forward in 2009 and beyond, consider how partnering with us can make your change vision possible.

Congratulations to all of you on your success tonight. And at Wendt Partners, we look forward to helping you **implement innovation™** in your organization, for the future.

Thank you.

