

VEGA Alignment

A Practical 21st Century Leadership Model

Leadership has been the focus of examination and study over many years. The list of books on the subject is extensive with a plethora of theories and models covering many pages of print. So why is the VEGA model of leadership different?

The story began in 2000 when Les Duggan, currently a managing partner at Developing Potential, began to search for a holistic way of looking at leadership development. Research at the time pointed to many types of leadership with each author believing they had the answer to the perennial problem of what makes great leaders. Some examples include action led, visionary, strategic and the emotionally intelligent leader. Yet none of these seemed to complete the puzzle, they were no doubt parts of but not the whole picture.

It was obvious that there needed to be at least four intelligences involved in a great leader's kit bag, physical or body (PQ) for action and decision making, intellectual or mind (IQ) for planning and strategy, emotional (EQ) to build and effectively manage relationships and finally spiritual (SQ) to capture inspiration, vision, meaning and purpose. The challenge was how to fit these together into a coherent and practical to use model?

In 2002 Les attended a workshop on transpersonal development led by Sir John Whitmore, one of the pioneers of the coaching movement and someone Les and David Hemery, our founders have extensively worked with. John talked about psycho synthesis, a branch of psychology developed by the Italian psychologist Roberto Assigoli. His theory was that human beings work on two parameters - *being* and *doing* and that the enlightened leader was able to blend these together to form powerful alignment.

Being is about the human spirit and its need to evolve through higher levels of motivation and living by adherence to ethical values. Doing is about achievement focus and relies on goal setting and action.

The solution to what underpinned great leadership became obvious. The alignment of the two axes of being and doing could have the four intelligences and their corresponding elements imposed on them. The outcome was to create a new model of **VEGA** alignment which follows the simple format **V**ision (SQ) and **E**thical values (EQ) on the being axis and **G**oals (IQ) and **A**ction (SQ) on the doing axis.

Traditionally leaders tended to have a strong preference for one or the other axes, achievement through vision and ethical behaviour or through strategy and action. Now we understand that it's the combination and true alignment of the two that promotes exceptional sustainable performance. The benefits for an individual, team or organisation are that they can harness the qualities of mind (IQ), body (SQ), emotions (EQ), and spirit (SQ) to drive towards success. Or put another way to understand that alignment of vision, (ethical) values, goals and actions underpins performance.

Aligning both organisational vision, values, goals and actions and helping individual employees align their own personal vision, values, goals and actions and then helping these converge to match is what provides truly exceptional and long-term performance.

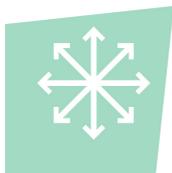
And the really great news is that this is simple to understand and implement. It will take hard work, as it usually requires changes in behaviour, yet the benefits will be substantial and be quickly realised.

If you would like to find out more about VEGA and how this underpins exceptional sustainable performance for individuals, teams and organisations then please get in touch. Our contact details are below.





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