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# WORKBOOK ATTITUDE

A question of personal attitude and values which are  
lived and experienced

Illustrations:  
Herman Reichold



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*“Making decisions is not difficult,  
when you know what your values are.”<sup>1</sup>*

Roy O. Disney (co-founder, Walt Disney Company)

## **Dear Reader,**

We are immensely pleased that you are now holding our fourth workbook in your hands! With our workbooks and first publication, *D.R.E.A.M. of LEADERS®. Leadership is not an Illusion*, you have discovered a great deal about our understanding of leadership.

Or perhaps this book just fell into your hands and you're now wondering what this *D.R.E.A.M. of LEADERS®* could be? Well, for the past 15 years we have been accompanying people along their path to professional development. This is our passion, the most meaningful purpose we can imagine! Specializing in developing leaders, we originated the D.R.E.A.M. Formula<sup>2</sup>:

- D** Dedication: Wholehearted commitment to mission, 24 hours a day
- R** Responsibility: Assuming full responsibility for your decisions, for your staff and for yourself
- E** Education: Ensuring you and your staff evolve
- A** Attitude: Living and communicating your personal mindset (philosophy) and values
- M** Motivation: Commitment as the foundation of all deeds

We usually work with our clients over an extended time period, getting to know one another quite well. Our mission

is people work, building relationships of equal standing, which is reflected in the language we use. The D.R.E.A.M. Formula acronym can also be understood as a checklist, illustrating the selfconcept of a leader. It is how leadership can be understood and lived. This being a highly complex and multi-layered subject, our first publication, *D.R.E.A.M. of LEADERS®. Leadership is not an Illusion*, could only render a first impression of how we understand leadership.<sup>3</sup>

Going further into detail, we have subsequently published a workbook for each letter in the D.R.E.A.M. Formula acronym, providing more examples and worksheets at the end of each chapter for practical application of material learned. Please use your e-book reader's note or comment function to work on the worksheets or use a separate piece of paper. The workbook series is so conceived to be read and applied independent of our first book. The original chapters have retained their basic structure and are merely augmented by additional examples. Hence, reading the first book is not a prerequisite.

This workbook zeros in on the topic of attitude. Here, the values a leader embodies and communicates are of major significance. But we also should examine a leader's inner posture - for example, how he handles letting go and delegating; what to consider when leading teams of varying nationalities and ages and why happiness is an attituded issue, too.

We wish you enlightening reading and enjoyment filling out the worksheets!

*Ascia Jari: Jan Linné Marcella Liss*

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<sup>1</sup> Unspecified quotes are taken from *Book of Quotations* (Bassermann-Verlag, 2013) or from digital quote collections.

<sup>2</sup> D.R.E.A.M.-Formel® is a protected trademark owned by Liscia Consulting and registered with the German Patent and Trademark Office.

<sup>3</sup> To enhance readability, we have alternated masculine and feminine non-specific personal pronouns per chapter. Hence, in this context, we consider both genders gender-neutral and hope they are understood as such.

**A → Attitude**

