



Corporate Profile

The Revolutionary Leadership Institute® draws on the power of people, the principles of leadership, and the act of philanthropy to cultivate elite leaders who perform at the highest level with passion, precision, and purpose.

Its unique programs, built on innovative leadership, corporate responsibility, and hands-on learning, teach people to persevere and reach goals beyond their imagined limits in a respectful, balanced (work, life, service), and disciplined manner. The organization's ultimate purpose is to build a world of elite leaders who celebrate and live their true definition of leadership – one rooted in values.

The institute's approach is based on the belief that people learn best by doing and that giving back is an essential part of leadership. Based on this, the organization, through its innovative leadership/corporate responsibility model, places clients in a real-world apprenticeship at a nonprofit as part of their training.

This “learning laboratory” opportunity creates a win-win-win for participants, businesses, and nonprofits. Participants benefit from real-time training carried out in a safe, flexible environment; businesses build goodwill by contributing time, talent, and energy to worthwhile causes; and nonprofits gain professional leadership.

Complementing this forward-thinking, expansive model is yet another plus for society: Revolutionary Leadership Institute® donates 50 percent of its profits to charitable causes. Perhaps this begins to uncover not only the “how” but also the “why” of the Institute, its elite leaders, and its founder: PURPOSE.

Elite leaders can achieve personal and corporate success, take business to a new, higher and more meaningful level, and leave their mark on the world by contributing to it. The Revolutionary Leadership Institute® team gets this, lives this, and teaches, namely to the professional services industry (specifically healthcare, pharmaceutical, and corporate sales organizations).



Fact Sheet

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| Company Name: | Revolutionary Leadership Institute [®] |
| Headquarters: | Pensacola, FL |
| Founded: | 2006 |
| The Company: | Revolutionary Leadership Institute [®] is a privately held leadership development & consulting organization that cultivates elite leaders through an innovative, evidence-based “leadership in practice model.” |
| Purpose: | Our core purpose is to identify born leaders, to unleash their innate potential, and to help them become the best they can be in a respectful, balanced (work, life, service), and disciplined manner. Our higher purpose is to build a world of elite leaders who celebrate and live their true definition of leadership – one rooted in values. |
| Values: | Balance. Integrity. Creativity. Spirituality. Family. Health. |
| Our Pledge: | To donate 50 percent of our profits to charitable causes, reflecting our core belief that leaders should lead not only in business but also in all aspects of life, including philanthropy. |
| Core Services: | Consulting at the organizational level; Coaching at the individual or small group level; Custom workshops; Proprietary presentations; and Keynote speaking engagements |
| Sample Programs: | Groundwork to Cornerstone: The First 90 Days; End Game: Change for Results; Legacy Factor: Three Questions Every Leader Must Ask; Leading In Chaos: Facing Adversity & Emerging Stronger |
| Target Industries: | Professional services industries, with a focus on: <ul style="list-style-type: none">▪ Professional Sales Organizations▪ Health Care Industry; and▪ Pharmaceutical Industry & Pharmaceutical Sales |
| Website: | www.revlead.com |



Story Ideas

[RESILIENCY: What Experience & Research Tell Us about This Critical Characteristic](#)

Elite leaders, even if they are handed something that is really difficult, always find a way to get results out of it. They come back to the table time and time again, and they succeed year after year after year. They are consistent, they find ways to reach their goals, and, ultimately, they are resilient.

Take an in-depth look at resiliency, a critical characteristic of leadership – perhaps the most critical. Hear from leadership coach Susan S. Cruz as she sheds light on research, shares personal and professional experiences, and references profound literature such as *Man's Search for Meaning*, by Viktor E. Frankl, all tied to resiliency.

Also, explore the link between professional athletes and resiliency. Notice how some put up the numbers and end up on top year after year, regardless of the fact that they have the same opportunity for injury, the same opportunity to work out, etc. What's the edge: resiliency. Elite leaders overcome obstacles, get to the other side, and keep on going. Nothing stops them. And, it's more about working hard and not giving up than it is about talent or intelligence. Work ethic is everything; it's part of resiliency.

[RETAINING TALENT: The Role Leadership Plays in Keeping The Best Employees](#)

Elite leaders have the ability to retain talent, to keep them in the fold in even the toughest of times. Retaining talent is paramount in today's business climate and can literally make or break a company. Just the economics behind retention are amazing.

If you lose an employee, just in the first year you'll have lost 150 percent of what that employee was making in order to replace them. And, in a knowledge economy, it takes longer and longer to train people to do their jobs. So, when you get someone who can finally do the job and then you lose him or her, it may be years before a replacement is up to the place where the person you just lost was.



When you lose employees, you also risk losing customers. Consider an example this simple: Suppose you go to Starbucks every morning and Joe makes your latte just right. Then, one morning you go and find out Joe quit and started working for a new coffee shop down the street. There's a good chance you'll go to the new shop so Joe can once again make your latte just the way you like it.

[TRAITS OF AN ELITE LEADER: What It Takes to Lead Strong in Today's Dynamic Business Environment.](#)

Delve into the traits of an elite leader, which include charisma, environment sensitivity/emotional intelligence, strategic thinking/outsider perspective, flexibility, empowerment orientation, vision, grit/drive, and the ability to maintain a learning organization. Also, share with readers the difference between traits and behaviors and how the difference demonstrates the reality that elite leaders are born, not made.

[THE HATS OF A LEADER: Being a Leader is about More Than Holding a Position of Authority...It's about Being Many Things to Many People.](#)

Leader. Coach. Listener. Teacher. Counselor. Observer. Analyst. Strategic Thinker. Visionary. These are all words synonymous with "leader." Uncover the many hats of leadership and shed light on how leaders can wear them effectively.





Q & A: A Conversation with Susan S. Cruz

Q. Revolutionary Leadership Institute[®] is committed to identifying and developing “elite” leaders. What is an “elite” leader?

A. There are people that under normal circumstances can lead up to a point for a defined period of time, but the elite leader is the one that can consistently – year in year out – lead regardless of the circumstances, regardless of the difficulty, and overcome hurdles on a regular basis.

Q. Are leaders born or made?

A. True leaders are, indeed, born. There are basic raw and identifiable characteristics that are consistent with all natural leaders. If you identify these traits early on, develop them, and build skills around them, that is the making of a true leader.

What’s interesting is that if you see a child on the playground, you can clearly tell whether he or she is a leader. Born leaders have the charisma, the listening skills, and the empathy to convince (or coerce) and motivate others to do things they might not do on their own.

Q. You talk about transactional leadership and transformational leadership? What is the difference and what is the advantage of one over the other?

A. Transactional leadership is temporary and revolves around a simple transaction: “If you do this, you’ll get this.” It is the kind of leadership someone who is not an elite leader can do. And, it worked when we first industrialized the country...when we needed people to make widgets. Well, today, we live in a knowledge-based, relationship-driven economy that requires a very different kind of leadership – transformational leadership.

Transformational leadership is about long-term, sustainable change and success. It’s where an elite leader says, “Here’s where we are going to take the organization and here’s why. Here are the things we have to put in place over time to make this happen, and here are the benefits – for you and for the organization.



Finally, here's what the future will look like." It is a process. And, for where the world is today, transformational leadership is key to developing people and creating flexible, learning organizations.

Q. Why are the head and the heart of a leader (their intellect and their intuition) both important elements of leadership at its best?

A. You have to be able to connect with individuals and groups at their heart level. People do not make logical decisions. If we did, we would all save more money because we know social security is running out. We wouldn't smoke, we wouldn't be overweight, and we would work out every day because we've scientifically figured out these things contribute to a healthier, longer life. But, we aren't logical. We don't think in straight lines.

So a leader needs to be able to lead, for example, when a grown man can't make a decision that is totally logical. We need to step back and ask, "What is it emotionally that is not allowing this person to move...is it fear, is it stubbornness, or what?" And, we need to be able to *lead* them rationally and emotionally through the decision-making process.

Q. If you could offer corporate leaders a single piece of advice, what would it be?

A. The most important thing for someone in a leadership position to recognize is that they themselves have to be continually evolving and always growing. Otherwise, people will catch up to them and the whole organization will fall behind. I think the concept of a lifetime learner is critically important to leadership.

Q. Who is a leader you admire and why?

A. One person is Eleanor Roosevelt. I admire her resiliency, tenacity, her thoughtful pursuit of what she believed in. I mean talk about someone who faced hurdles. Just start with the fact she was so tall and not at all attractive. Her husband was most consumed with all that he had. She was an amazing leader that I think people often overlook. She's one example; there's so many: Margaret Thatcher,



Norman Schwarzkopf, and Colin Powell to name a few amazing leaders. And, to me, it always comes back to their character, tenacity, thoughtfulness, and even keel.

You don't see elite leaders get enormously spun up about something that's maybe not so important. And, they present themselves clearly, articulately, and on point. They are great communicators. You can be the most strategic, thoughtful, and intellectual person, but if you can't communicate, you can't lead. You'll never be an elite leader if you can't communicate and move people emotionally.

Q. I know Kung Fu is an important part of your life. Can you draw a parallel between the key principles of Kung Fu and leadership?

A. Absolutely. Determination. Discipline. Patience. Courage. Resiliency. Communication. Patience. All these things are critically important to both. In Kung Fu, you're always developing the people behind you, as well. If you are impatient or not thinking strategically, you're going to get hurt. You have to be on your game all of the time.

And, it's not just about physical movement...it's mindset. It's getting yourself up, working all the time, coming back after a bad experience, and having the courage to meet someone eye to eye in a tactical way without hurting them or without getting hurt. You have to be patient physically and mentally with yourself and with others. And, finally, you have to be thoughtful and creative, which is also crucial in leadership. If something isn't working, you need to be able to do it differently. That's the creative piece.

Q. How is Revolutionary Leadership Institute® different than other leadership development organizations?

A. We work with individuals who we believe, through our testing process, are elite leaders. In working with them, as part of our coaching process, we place them in a charity of nonprofit to test and hone their leadership skills in real time. While outside the workforce, they can lead in a safe environment, where they have



the opportunity to apply what they've learned and, at the same time, make a difference.

This is our key difference – our hands-on learning and philanthropic focus. Elite leaders shouldn't just lead in the office; they should lead everywhere.

Q. What's the correlation between strong leadership and employee retention?

A. Oh, it's amazing. An elite leader who evidences integrity, courage, and empathy, and who is able to communicate effectively and think strategically, is able to keep people in the fold even when everything around them is crumbling.

Elite leaders have the ability to retain workers. They also build a strong organizational culture, which is an amazing thing in itself. Then, even if you make a hiring mistake, which we all do, that person ultimately selects him or herself out if the culture is strong enough.

Q. In your program, The Legacy Factor, you assert leaders must ask three questions:

1. Why are you here? 2. What do you stand for? 3. How do you intentionally impact others? How would you, personally, answer each of these questions?

A. 1. I am here to teach people to lead, to develop people. I try to do this in everything I do. And, leadership starts at home. I am here to lead people, including my family, and to make meaningful differences in their and other people's lives.

2. I stand for integrity, courage, spiritual/healthy lifestyle, family, creativity, and leadership. These are the values that I hold most dear.

3. We all impact others every single day; everything we do impacts others. You can impact someone just walking down the sidewalk by smiling at them. And, so how do I intentionally impact others...I work hard to smile at people, to talk with them, to call them by name, and to ask them how they're doing. That's the simplest form of how I impact others.

In the work I do, I try to help people holistically. One way I do this is by asking questions about different aspects of their lives: "How are you taking care of



yourself? Are you exercising? What are you eating? How are you doing with your family? Are you getting your downtime? Are you reading? Are you becoming a master of your skill set? How are you treating your clients? How are you thinking strategically?”

I ask questions and try to develop people along those lines all the time.

Q. Why did you start Revolutionary Leadership Institute[®]?

A. Working inside large corporations is a wonderful thing. I think I’ve learned a lot, and my intention is to share that with more people. I certainly share it through my organization. I believe that, especially in corporate America, if you have someone outside the organization you can trust in, learn from, and work with on a developmental basis, it’s extremely beneficial.

I have been the beneficiary of great coaching, so this is a way of giving back and using what I’ve learned – and building something out of what I’ve learned. I don’t ever envision myself not working. People and leaders are fascinating to me. This just takes my personal passion to another level.

Q. What do you do to get away...to rejuvenate?

A. I travel a lot so when I want to check out, I just go home. I do things with and for my family. And, I cook. If I have a day where I start out doing meditation and martial arts, then pull herbs out of the garden and make a fabulous dinner, that’s about all it takes. Oh, and I love to read – mostly about leadership and biographies. People’s lives fascinate me.

Q. What books in particular have had a profound impact of you?

A. Wow, there’s so many. One book that really shifted my thinking early on in my leadership career is *Man’s Search for Meaning*, by Viktor E. Frankl. It made me really think through what characteristics truly allow people to lead. For people who survived Auschwitz, resiliency was a primary factor. Another important book is *Emotional Intelligence: Why It Can Matter More Than IQ*, by Daniel Goleman. Actually, all of his work is really, really important.



Leadership Biography

[Susan S. Cruz](#)

President & Founder

Susan S. Cruz encourages people to be more than great leaders in their organizations. She offers motivating programs and presentations that inspire leaders ready to advance one more step...to become “Elite Leaders.”

Susan’s leadership skills are evidenced by results. She offers 25 years experience as a leader in the financial services industry. Susan draws on her background as a top-performing executive with a leading global financial services organization to facilitate powerful and inspiring workshops and customized business system development training. She focuses on growing elite leaders who produce consistent, sustainable, and limitless results through developing processes that ensure success. Susan works with organizations to develop and cultivate their “next level” leaders.

Susan has been called on for her leadership background by organizations such as Impact 100-Pensacola Bay Area, St. John's Catholic School, The Diocese of Pensacola/Tallahassee, Imperial Symphony Orchestra of Polk County, Florida, International Management Council of Polk County, Florida, Florida Women’s Alliance, Sacred Heart Foundation Miracle Camp, United Way, University of West Florida, and Pensacola Chamber of Commerce.

Susan’s clients are emerging, high potential leaders within organizations, high quality leaders who have reached a plateau, and leaders in new positions within service industries of Fortune 1000 Companies. She is an expert in teaching leaders how to maintain morale, reach corporate goals, and create an environment inspirational to staff.

Susan has a Business Management diploma from Henley Management



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institute™

College, Henley on Thames, UK. Additionally, Susan is a certified Human Performance Institute executive-level "Train-the-Trainer" facilitator for Merrill Lynch. She is a founding board member of Impact 100-Pensacola Bay Area, a member of the Board of Directors for the Pensacola Bay Area Chamber of Commerce and University of West Florida Foundation, and a member of the Sacred Heart Foundation Miracle Camp, University of West Florida Leaders for Education Forum, and United Way. Susan is an advisory board member of St. John the Evangelists Catholic School, as well.

Susan has written numerous articles in *The Lakeland Ledger*, Lakeland, Florida, and has been published in *The Business Journals* of Lakeland, Florida, and Central Kentucky.



Leadership Biography

[Melaney Sreenan Ph.D.](#)

Clinical Psychologist, Coach, Author

“When you get clear about what it is that you want, pathways unfold to the best of life.”

As a nationally recognized speaker, author, coach, and leader in the field of Clinical and Consulting Psychology, Sports Psychology, Health and Well-being, and Marriage and Family Therapy, Melaney is often called upon as an expert for her innovative work in leading clients to a deeper level of self-discovery, personal growth, and life-altering change.

Having been a consultant and in private practice since 1980, Melaney has been featured nationally in newspapers, magazines, and on radio talk shows, has served as adjunct professor at national colleges, is the co-founder of Sreenan Human Resources and The Bethany Center for Grieving and Traumatized Children, and founded Spirit Unlimited. As a professionally trained and certified corporate and life coach, Melaney offers leading-edge psychological services, high-performance coaching, emotional intelligence training, personal profiling, leadership development, success mapping, and facilitated outdoor experiential work. Her interactive, content-based work provides inspiration, insight, growth, and results-based action implementation to a diverse clientele.

Listed in Who’s Who Among American Women, Who’s Who in America Among Human Service Professionals, and nominated Distinctive Woman of the Year in 1994, she has received numerous acknowledgements for her contributions to the community and professional groups across the country.



As an author of Spirit Dances – The Best of Life, A 9 Step Plan to Design and Achieve the Life of Your Dreams, Melaney combines professional expertise and a wealth of profound testimony and experience, to provide powerful insight, inspiration, creativity, and energy as she guides individuals through a proven process of untapping potential, improving wellbeing, clarifying gifts and values, and creating positive pathways for life.

As an animal lover and outdoor enthusiast, Melaney left a thriving consulting and private practice in Florida in 1997, to lead the life of her dreams in the mountains of Colorado where she continues her professional work and pursues her other passions of hiking, mountain climbing, cycling, backpacking, and, occasionally, training for a marathon or triathlon.

“I am a true believer in living passionately free, in following your heart, feeding your spirit, and being all you can be.”

