



531 Stevens Avenue West
Solana Beach
CA 92075 USA
Phone: 800.628.1197
858.481.8121
Fax: 858.481.8125
Email: info@gordontraining.com
Web: www.gordontraining.com

Why the Gordon Model?

A comparison of Dr. Thomas Gordon's L.E.T., Leader Effectiveness Training and Stephen Covey's Seven Habits of Highly Effective People

By Bill Stinnett, Ph.D.

The choices available to organizational decision makers are many. We certainly acknowledge that there are many excellent products available. The Seven Habits model based upon the work of Stephen Covey is certainly among the best of those. It is our responsibility to be clear about how the Gordon model is different from the others. The following explains many of the important differences between the Gordon model and its competition and poses some questions about your organizational goals.

The two models are congruent. In fact, many of our clients use both. The principles of the two models enhance rather than contradict each other. While there may be some overlap, most of the material is not redundant – participants in one workshop would not experience the other as repetitious. The Covey model emphasizes “what” a leader should do to be more successful. (Be proactive. Begin with the end in mind. Put first things first. Think win-win. Seek first to understand, then to be understood. Synergize. Sharpen the saw.). These are solid ideas that have been a part of sound organizational psychology for many decades. They may, like many other “what-a-leader-should-do” models (Ken Blanchard, Peter Senge, Michael Posner, Daniel Goleman and others), leave some individual participants struggling to figure out “how” to go about changing their behavior. The Gordon model is a “how” model that focuses squarely on the development of skills that will enable participants to put the big ideas to work in very practical ways.

The Gordon model has been used successfully in combination with most of the big name gurus. The broader, more “inspirational” approaches are useful to raise awareness and to get people “pumped up.” But, when it comes to really making meaningful, lasting changes in an organization, the skills learned in the Gordon model are crucial.

The following outlines some of the strengths of the Gordon model.

- ⇒ The Gordon model is solid. It is thoroughly grounded in the fundamental principles of the behavioral sciences. It does not rely on gimmicks. The skills taught in the Gordon model are clearly a product of the most reliable and respected research on human behavior. These skills work. We know they work.
- ⇒ The Gordon model recognizes that the acquisition of new skills requires practice. No amount of talk will teach you a skill. People must perform new behaviors in order to learn them. The Gordon model provides sufficient practice time in the classroom for participants to build enough confidence to put the skills to use.
- ⇒ The Gordon model presents a model that is a system of behaviors that allows the participant to apply the skills to an extremely wide variety of situations and people.
- ⇒ The model shows participants when to use which skill (and when not to) and how to use each skill in combination with other skills.
- ⇒ The Gordon model teaches a simple, elegant model that does not require the user to be schooled in psychology or sociology. The participants do not need to “analyze” other people.
- ⇒ The participant need only pay attention to the present situation and accept responsibility for using the skills him/herself.
- ⇒ The model allows the participant to be totally accountable for their own behavior. The “others” are not required to know the skills in order for the participant to make them work.
- ⇒ The skills work with coworkers, leaders, team members, friends and family (including children).

There are also other advantages of working with Gordon Training International.

- ⇒ In addition to the three-day workshop (Leader Effectiveness Training), the company offers a six-step implementation process (People Productivity Process) that helps organizations put the learning to work in a way that is most likely to meet the organization’s goals.



531 Stevens Avenue West
Solana Beach
CA 92075 USA
Phone: 800.628.1197
858.481.8121
Fax: 858.481.8125
Email: info@gordontraining.com
Web: www.gordontraining.com

- ⇒ We offer an assessment tool that will help monitor progress toward your goals.
- ⇒ The company is flexible. We can customize the process to fit your organization's needs precisely. For instance, it would not be difficult to combine Leader Effectiveness Training with a custom-designed course that focuses on those broad leadership principles that your organization believes are critical to your company's success.
- ⇒ The company's trainers are highly experienced consultants who have worked with most of the high level leadership models, assessment instruments, coaching models and such.
- ⇒ It would not be difficult to integrate the Gordon model with the Covey model or another model that you feel is important to your organization.
- ⇒ Working with Gordon Training International is almost certainly going to be less expensive than working with one of the big name consultants.

If your primary organizational goal is to get people excited about new ideas, then the big picture approach may be the fastest way to get there. There are, however, some risks associated with that approach.

- ⇒ It is expensive. While such approaches are certainly attention-grabbers and typically contain much useful information, the costs can be very high. In addition to the initial costs of the workshops and instrumentation, the cost of follow-up can be very high. All approaches to organizational change require follow-up, but the "what-leaders-should-do" approaches will normally require more follow-up than the skill-building approach.
- ⇒ Big change programs can backfire. There will always be skeptics. But the more "buzz" you create in the beginning, the more vulnerable you are to being undermined by cynicism. If people start to believe that their leaders are "all talk and no action," they will be less likely to give you their discretionary effort. And, the next time you try to implement a change-program, it will be even more difficult to win the hearts and minds of your employees.

If your goal is to implement meaningful, lasting change, your approach should include the skill-building featured in the Gordon model.