

Dr. Wanda J. Campbell of Cultivare Leadership Development to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- You're a star in your own right, with the technical skills your organization depends on, and yet time and time again, you're passed over for promotions to higher leadership positions.

It's a fact that those with good people skills often surpass those with better technical skills. You've already proven your technical expertise; now we have to enhance your emotional intelligence so when the time comes that you're up for that promotion, not only will you get it, you'll be ready for it.

Wanda J. Campbell, professional certified executive coach and the founder of Cultivare Leadership Development, helps leaders in STEM (e.g., science, technology, engineering, math, and medicine) careers become more effective leaders.



"This is all about how to make organizations and leaders more effective," says Wanda. "The biggest factor that leads to great leadership is in an ability to navigate relationships with other people."

Wanda holds a Ph.D. in Industrial and Organizational Psychology, which she says gives her an advantage when working with her unique clients.

"I like working with smart people," says Wanda. "The people I work with are folks who are highly analytical. They're good people. They want to do well. Most of them have gone through life and succeeded because they're very smart and they work hard. I can relate, because I've traveled that same path. And the fact that I have a Ph.D. gives me credibility. I don't have to prove myself and I also don't judge them. We understand each other and I can tell them things they won't accept from other people."

Wanda says that over the past 20 years there has been a great deal written about the benefits of "employee engagement" – improved performance, productivity, and profitability as well as reduced absenteeism and turnover. During that time, the percentage of "engaged" employees has held fairly steady at about 20%. Knowing the "science" of leadership only takes you so far.

To be a good leader, you also need to care about people and consistently show you care. One way of doing this is to adopt the leadership behaviors that promote employee engagement. This training is incorporated into my coaching. An added benefit is that leading this way is fun and makes your life a whole lot easier!

"I'm most proud of the effect the work I'm doing with these leaders is having in the workplace," says Wanda. "We can change the way workplaces operate and improve the working lives of everyone."

CUTV News Radio will feature Wanda J. Campbell in an interview with Jim Masters on November 29th at 2pm EST and December 6th at 2pm EST.

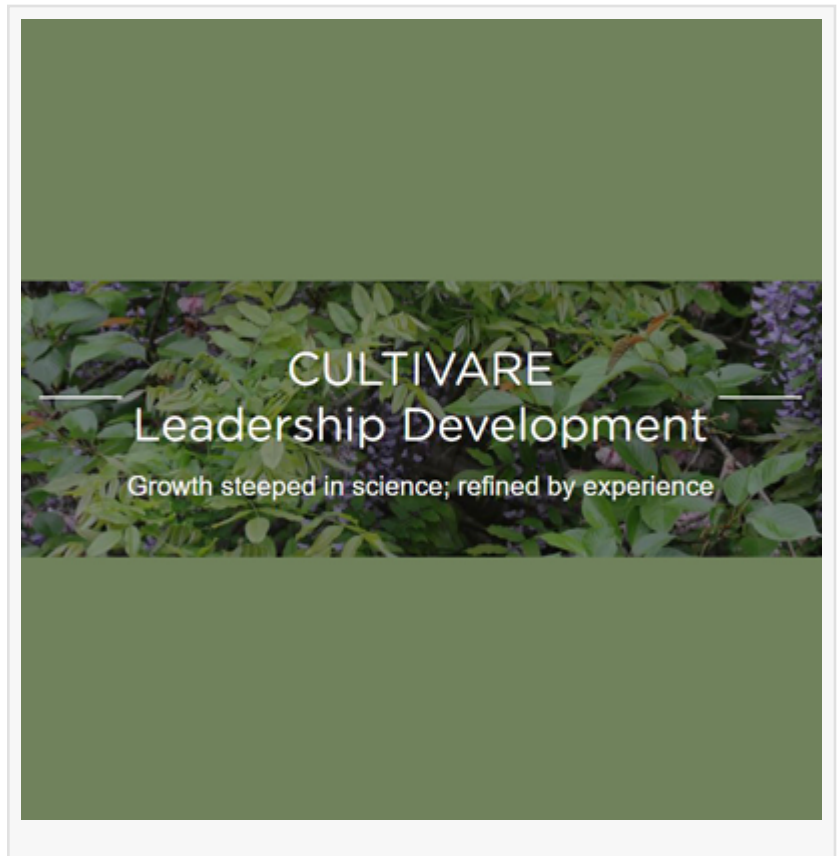
Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Cultivare Leadership Development, visit www.cultivare-leadership.com

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