LEARNING OBJECTIVES

» Understand leadership’s profound influence on culture and performance.
» Assess the impact of your leadership style and behavior.
» Engage the hearts and minds of your people to elevate performance.

If you conduct a survey in your organization and ask basic questions of the respondents about your VALUES AND VISION, are you confident the responses will be what you anticipate and desire?

OUR LEADERSHIP CHALLENGE

The real challenge lies in evolving the culture & engaging employee’s hearts.

Our highest priority should be gaining the trust of our members.

ESTABLISHING A VALUES-BASED CULTURE

The greatest COMPETITIVE ADVANTAGE

» Establishes code of behavior
» Source of unity
» Engages hearts/drives meaning
» Not easily replicated and sustained
LEADERSHIP & CULTURE

LEADERSHIP = CULTURE

Culture impacts organizational performance
Strategy & Values
Culture transforms or stifles potential

EFFECTING & AFFECTING PERFORMANCE

Market
Values
Mission
Vision
Purpose
Strategy

CULTURE IS A REFLECTION OF LEADERSHIP

THE REALITY

TRUST in leadership is at an all-time low

New research indicates less than half of the workforce - 49% - say they trust the people at the top of their organizations. *


FIXING LEADERSHIP: IS IT POSSIBLE?

DEPENDS UPON

Past behaviors
Past decisions

NO STRATEGY OR PROCESS TRUMPS Trust

WHAT REALLY DEFINES GREAT LEADERSHIP?

Did the role make them great leaders or did they bring great leadership to the role?

NAKED LEADERSHIP CHARACTERISTICS

HONESTY & INTEGRITY

Business is personal
Love to interact & communicate
Courageous when values are tested
Cannot be "bought"
Extend trust to earn trust & loyalty
Desire to leave a positive legacy & work with purpose
Comfortable expressing emotions & displaying vulnerability

Jesus
Gandhi
Dr. King
Lincoln
Reagan

Measure self-worth through positive influence
Heartfelt concern for others' well-being
Are giving
Treat everyone with respect & dignity
A GREAT CULTURE IS:

- Transparent
- Selfless & caring
- Ethical & Moral
- Truthful & Honest
- Friendly & Fun
- Collaborative
- Nurturing
- Innovative
- Respectful
- Continuously Performing & Improving

WHY DO SO MANY LEADERS AVOID FIXING THE CULTURE?

Ignorance to the importance of culture
- Short-term focus
- Trepidation that the fault lies with them
- Solutions are less analytical and discrete than psychological, emotional, and affective
- Huge personal / emotional investment

AN ORGANIZATION CAN BE SUCCESSFUL WITHOUT A VALUES-BASED CULTURE

- Individual rewards and recognition
- The opportunity to work toward an exciting strategic objective
- Variety of other effective engagement influences

... BUT THERE ARE CONSEQUENCES.

- Poor or Inconsistent Quality
- Lack of Engagement
- Inability to Innovate
- Stifled Execution Capabilities
- Poor Collaboration
- Silos

CULTURE IS GETTING ATTENTION

- Some leaders opt for COMPLIANCE rather than ADOPTION.
- In order to transform an organization from compliance to adoption, leaders must be willing to invest their persons, not their titles.

HOW DO YOU DESIGN & SUSTAIN A VALUES-BASED CULTURE?

Values and measures intended to guide the organization are:

- Defined
- Communicated
- Understood
- Consistently Applied
Example » Assessment
Reinforcement » Accountability
Promotion

A LEADER’S RESPONSIBILITY

NAKED LEADERS
…are AUTHENTIC

What you see is what you get.

» View leadership as an awesome privilege and opportunity to serve and influence
» Lead with heart, intellect, and instinct
» Develop a profound advantage for the organization

GETTING NAKED: A LEADER’S CHALLENGE

» Display fortitude when tested
» Swim upstream when necessary
» Earn trust continually
» Consistently apply, promote, and enforce values

IT’S YOUR CALL

If you have aspirations of making a PROFOUND and SUSTAINING POSITIVE INFLUENCE in your career and role,

I challenge you to become a NAKED LEADER and get others naked along the way.

Life and profession are much more fun, rewarding, and productive when you trust and are trusted.

Questions?

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