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New Realities of LEADERSHIP

Jonathan Jordan

Global Change Management, Inc

In this presentation
You Will Discover:

- **The difference between a 'manager' and a 'business leader'**
- **Just a little bit about the Neuroscience of leadership**
- **Characteristics of a dynamic entrepreneur**

**“Entrepreneurship
is a mind-set,
an attitude”**

~ Gaurav Marya

So what's the difference between a

Manager

and a

Leader?

Managers

- **Develop and maintain systems & procedures**
- **Allocate resources as needed**
- **Communicate targets**
- **Report results**
- **Focus on tactics and operations**
- **Work “IN” the business**
- **Maintain the status quo**

Leaders

- **Innovate and create forward-looking visions**
- **Motivate & inspire others to help make those visions a reality**
- **Focus on strategy**
- **Work “ON” the business**
- **Challenge the status quo**

**“A leader’s job is
to rally people
toward a
better future”**

~ Marcus Buckingham

A true business leader is a
Dynamic
Entrepreneur!

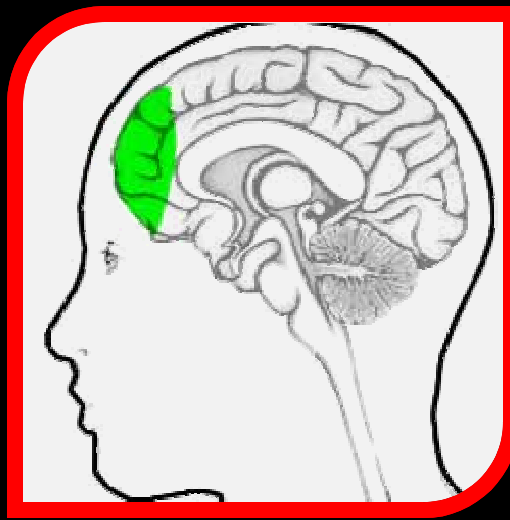
A few words about the

Neuroscience

of

Leadership

The Prefrontal Cortex **is the brain's executive center**



**When functioning well,
the Prefrontal Cortex is capable of
extraordinary feats:**

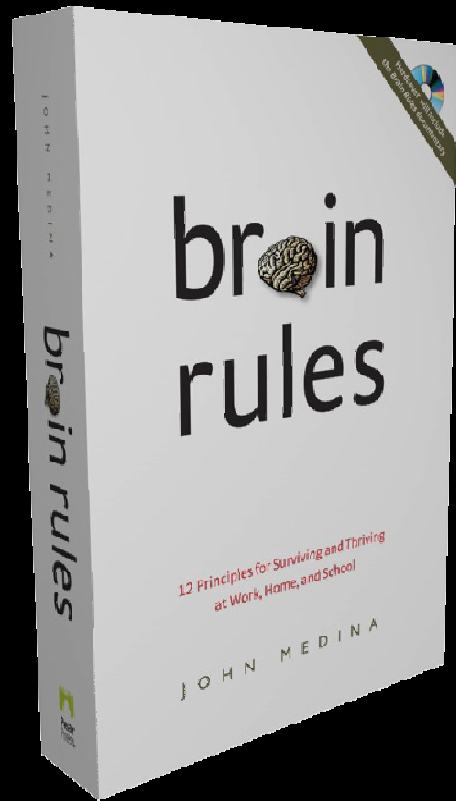
- **To question**
- **To analysis**
- **To communicate**
- **To regulate emotion**
- **To choose**

**All functions that are very important for
successful leadership**

“Never make a major decision when hungry, or sleep-deprived. Your ability to make rational judgments is greatly impaired in those circumstances”

Source:

“7 Practices to Greatly Improve Your Brain”



Studies show that a person who is attempting to multi-task takes up to **50% longer** to accomplish a task and he or she makes up to **50% more mistakes**

Source:
“Brain Rules”

Let's look at more characteristics of a
Dynamic Entrepreneur

To lead others, you have to be able to
Communicate

Effective Communication

**Is a hallmark of a
Dynamic Entrepreneur**

**“Successful
leaders express
emotions, but do
not lose control of
their emotions”**



**“Employees join the company,
but quit the boss”**

~ Ken Blanchard

A Dynamic Entrepreneur always has a

VISION

Having a Vision Involves:

- **A clear picture of the desired future,**
- **Explanations so that everyone understands what's expected of them**
- **Getting everyone to buy into the vision**
- **Including all stakeholders, customers, suppliers, employees, etc**
 - *Answers the question, "What's in it for me?"*
- **A strategic focus that everyone can work toward together**
- **Celebration of successes**

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**A Dynamic Entrepreneur
rapidly builds**

Trust

**Without trust, employees, suppliers,
customers, etc, will not fully**

Engage

themselves in your business

**Some benefits of
a business with an
engaged
workforce**

An engaged workforce is

50%

**more likely to have lower
staff turnover**

Source: Gallup

An engaged workforce is

56%

**more likely to have higher
than average customer loyalty**

Source: Gallup

An engaged workforce is

38%

**more likely to have above
average productivity**

Source: Gallup

An engaged workforce is

27%

**more likely to report
higher profit**

Source: Gallup

One great way to engage your workforce,

Listen

Set up feedback systems to really hear what your team, customers, and other stakeholders are saying

Ask your team 'what do you want from me?' *...and listen to the answers*

**A Dynamic Entrepreneur has,
and communicates,**

Values

Harley Davidson's Values:



- **Tell The Truth**
- **Be Fair**
- **Keep Your Promises**
- **Respect the Individual**
- **Encourage Intellectual Curiosity**
- **Create Mutually Beneficial Relationships**

Values...

- **Define the fundamental character of a business**
- **Create the culture the leader wants**
- **Create a sense of identity for the business**
- **Become part of the “brand”**
- **Reduce confusion**
- **Provide guidelines for managers and staff**

A Dynamic Entrepreneur

Walks

the Talk

and is a role model

Only

45%

**feel that their managers behave in a
way which is consistent with
company values**

Source: Mercer HR Consulting

Only

35%

**feel that what their organisation says
it values
is consistent with what it actually
rewards**

Source: Mercer HR Consulting

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A Dynamic Entrepreneur

Inspires

**“If your actions
inspire others to
dream more, learn
more, do more, you
are a leader”**

~ John Quincy Adams

**“Attitude changes
everything,
including your
brain”**

Source:

“7 Practices to Greatly Improve Your Brain”

“Nothing stops an organization faster than people who believe that the way you worked yesterday is the best way to work tomorrow”

~ Jon Madonna

“To be a successful leader in today’s fast changing world, you must have a positive, flexible attitude”

Source:

“7 Practices to Greatly Improve Your Brain”

**“Whether you believe
you can or you cannot,
you are probably right”**

~ Henry Ford

**“Big thinking
precedes great
achievement”**

~ Wilferd Peterson

**If you want a copy of this presentation,
or more information, please...**

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Jonathan@MindfullyChange.com

Or visit,

www.MindfullyChange.com

Thank You!