

LEADERSHIP

BUILDING A LEADERSHIP CULTURE





**WHAT IS A
LEADER?**

**WHAT IS A
LEADERSHIP
CULTURE?**

A LEADER

- Provides vision
- Inspires and empowers
- Is committed to the common good
- Invests in her/his people
- Shares the good & owns the bad
- Is always growing

“LEADERSHIP IS ABOUT MAKING OTHERS BETTER AS A RESULT OF YOUR PRESENCE AND MAKING SURE THAT IMPACT LASTS IN YOUR ABSENCE.”

— SHERYL SANBERG, COO OF FACEBOOK



NOTES



LEADERSHIP TRUTH

**LEADERS BALANCE
PUSHING AND
PROTECTING**

INTENTIONAL

ACTIONS:

- **CREATE**
- **ATTRACT**
- **EMPOWER**
- **INVEST**



TO BUILD A LEADERSHIP
CULTURE,
LEADERSHIP MUST ACT WITH
INTENTION



CREATE A CULTURE OF LEADERSHIP

The intention has to run through every part of your organization from the mission statement to the annual reviews.

ARE YOU PART OF A LEADERSHIP CULTURE?

MISSION

VALUES/WHAT IS VALUED

EMPLOYEE ENGAGEMENT

EMPLOYEE DEVELOPMENT

COMMUNICATION



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ATTRACT PEOPLE WITH LEADERSHIP MINDSETS

Job Description _____

Attraction _____

Screening _____

Interviewing _____

Onboarding _____



LEADERSHIP TRUTH

**LEADING LEADERSHIP
CULTURES IS A BIG MIND
SHIFT. PREPARE TO BE
UNCOMFORTABLE AND
THEN BE COURAGEOUS.**

A hand holding a pen over a clipboard on a wooden desk. The background is a dark blue gradient.

HIRING LEADERS POSSIBLE INTERVIEW QUESTIONS:

- What motivates you?
- What role do you like to have in a group setting? Follower? Doer? Leader? Which one do you feel least comfortable with?
- What would you do if you saw a colleague doing something wrong – not illegal, but wrong?



A hand holding a pen over a clipboard on a wooden desk. The background is a dark blue gradient.

HIRING LEADERS POSSIBLE INTERVIEW QUESTIONS:

- What is the hardest part about giving feedback?
- How comfortable are you speaking in front of crowds?
- Describe an excellent day at your current job?
- Tell me about a time in school when you had to do a group project?



NOTES

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EMPOWER

FREE YOUR PEOPLE TO BE LEADERS BY
CREATING A SAFE ENVIRONMENT

- Applaud innovation
- Manage to deadlines and results, not process
- Empower people to take chances
- Try to understand before passing judgment
- Forgive





LEADERSHIP TRUTH

**LEADERSHIP IS NOT ABOUT
SAYING YES**

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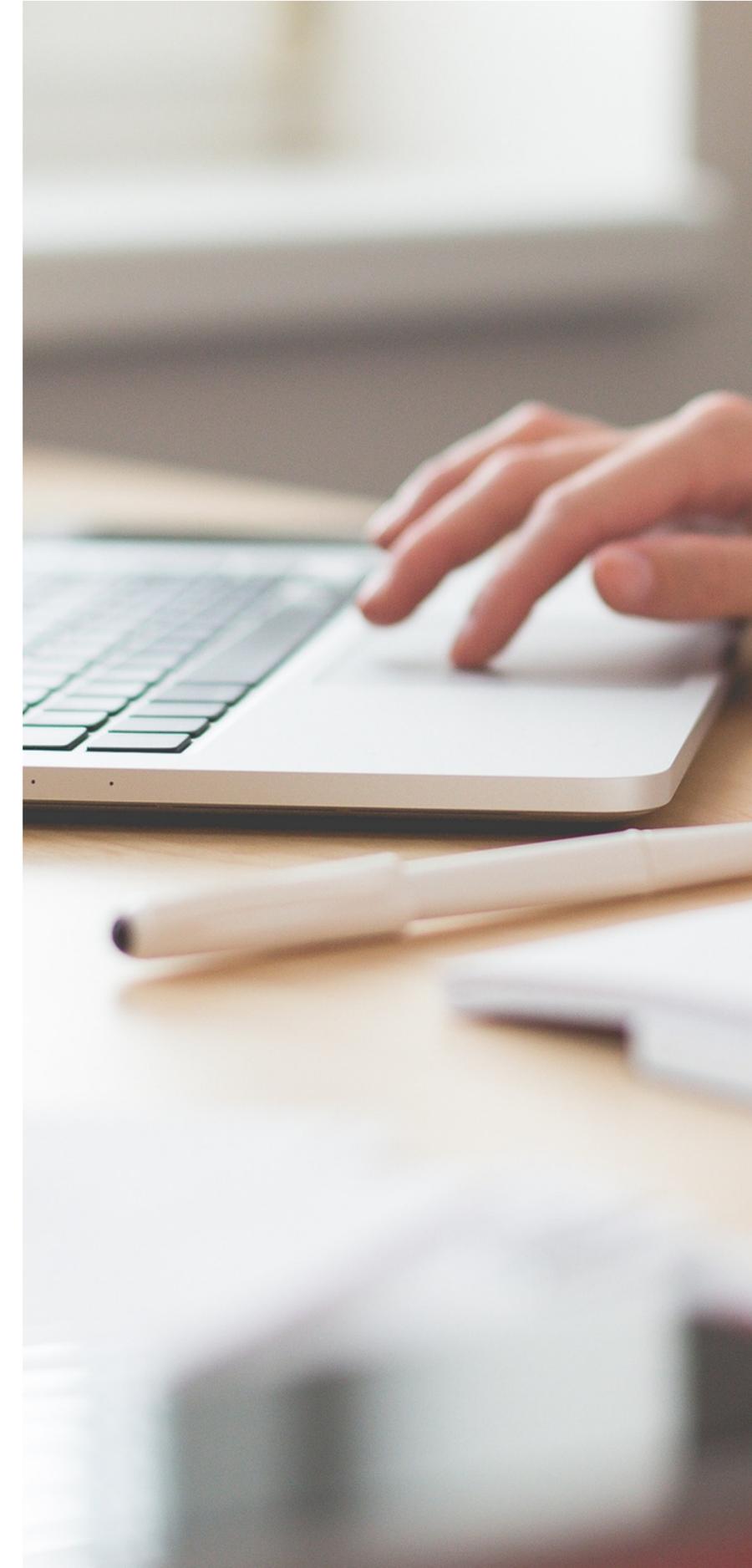
INVEST

GIVE YOUR EMPLOYEES YOUR INVESTMENT OF TIME AND TRAINING

Communicate about the future of their careers

Invest in developing employees

- Even if it is inconvenient or an expense
- Require development as part of annual performance reviews



LEADERSHIP TRUTH



**EVERY ORGANIZATION NEEDS GOOD
MANAGERS AND GOOD LEADERS.**

NEITHER IS BETTER THAN THE OTHER.

ALL ARE ESSENTIAL TO YOUR SUCCESS.



GIVE FEEDBACK

“I THINK IT’S VERY IMPORTANT TO HAVE A FEEDBACK LOOP, WHERE YOU’RE CONSTANTLY THINKING ABOUT WHAT YOU’VE DONE AND HOW YOU COULD BE DOING IT BETTER. I THINK THAT’S THE SINGLE BEST PIECE OF ADVICE: CONSTANTLY THINK ABOUT HOW YOU COULD BE DOING THINGS BETTER AND QUESTIONING YOURSELF.”



— Elon Musk, founder of PayPal and Tesla

GIVE FEEDBACK

- Give feedback about things worth addressing.
- Avoid minutia and inferences. The more details about what they did, the more you are likely to encounter conflict.
- A person is not the action they did. Make sure you keep them separate. Focus on the impact of the action.



GIVE FEEDBACK

SITUATION – BEHAVIOR – IMPACT

- Don't allow people to fall away from accountability.
- Manage intentional actions counter to expectations and rules; understand and move past unintentional negative results.





LEADERSHIP TRUTH

**LEADERSHIP IS NOT
ABOUT KEEPING
CONTROL.**

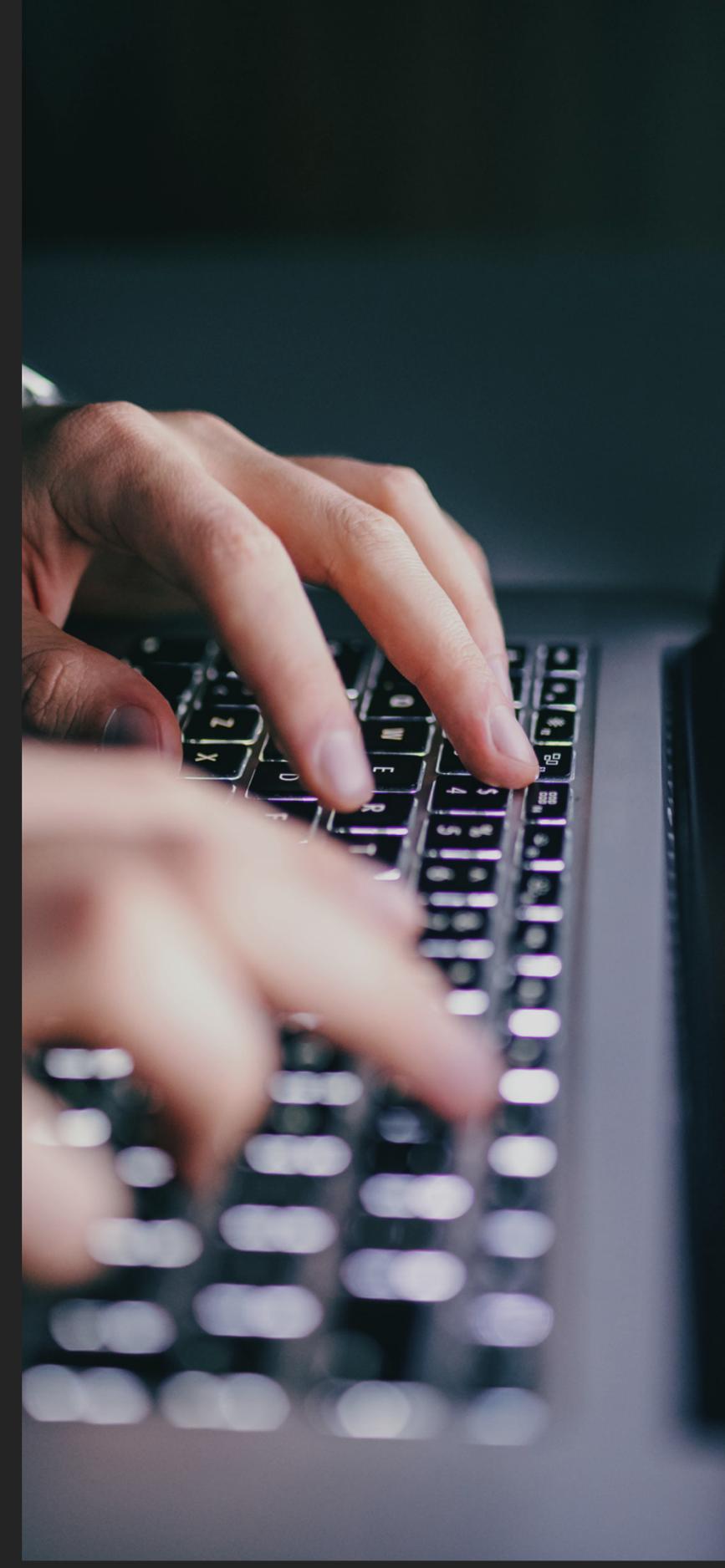
**IT IS ABOUT LETTING GO
OF CONTROL.**

NOTES

PROMOTE WITH CARE



- People can be promoted out of a job. This leaves you with 2 holes in your team and the loss of a skilled employee.
- Prepare them for the move. You don't have to go from idea to promotion. Prepare.
- Get them tools.
- Give them support and mentorship.
- Check-in and give feedback frequently in the first months.



**DON'T PROMOTE PEOPLE
BEYOND THEIR SKILLSET –
WITHOUT INVESTING IN THEIR
SUCCESS**





LEADERSHIP TRUTH

**GREAT LEADERS INVEST IN
THEMSELVES AND THEIR
TEAMS**

**FORWARD CONSULTING WALKS
WITH INDIVIDUALS AND
ORGANIZATIONS TO MAXIMIZE
THEIR POTENTIAL THROUGH
COACHING, CONSULTING, AND
SEMINARS/WORKSHOPS/RETREAT
S/KEYNOTES**



QUESTIONS?

952.334.7502

AMY@FORWARDBPC.COM