



Take Action Results

Profit! Freedom! Lifestyle!

Lead With Purpose

Leadership

What is leadership? At its simplest, it is all about influence or getting others to do what they might or would not otherwise do without your leadership.



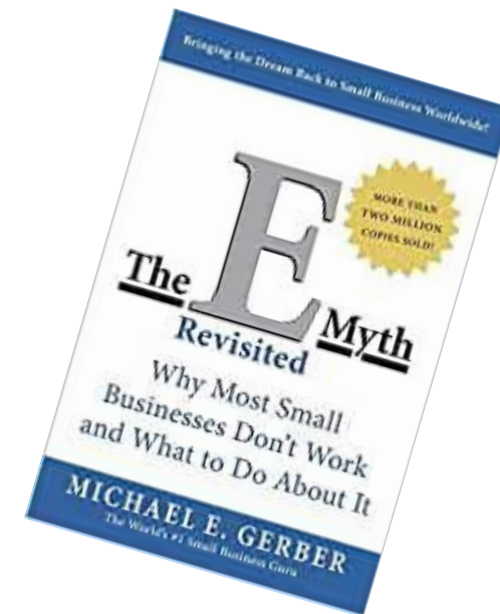
Hallmarks of a Well Led Business

A Well Led and Managed Business Runs on Systems! In his book the EMyth Revisited, Michael Gerber offer this simple advice - build a business that is not dependent on the owner being there to be successful. If the owner is the only person empowered to make decisions or solve problems, the owner is the bottleneck for growth and success.

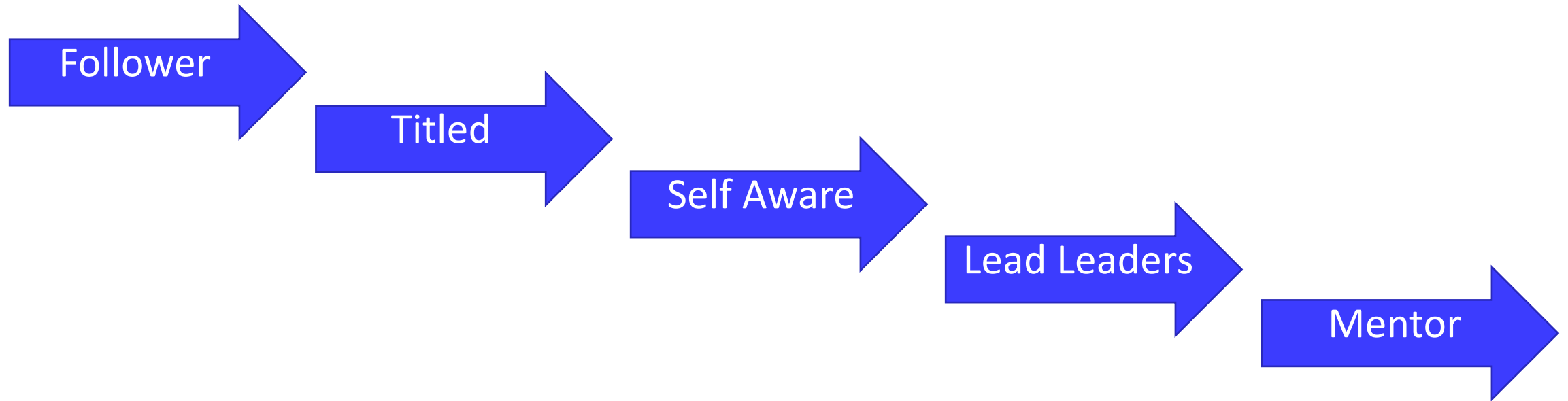
Systems Run the Business

People Run the Systems

The Owner/CEO **Leads** the People



Mindset – Leadership Continuum



My 10 Leadership Principles

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My 10 Leadership Principles

Leadership Must Be Visible

Lead by Example

Leaders Must Know What It Is Like To Be Led

Are you Decisive or Impulsive?

Be Irrelevant and Not Irreverent To Your Success

The 3-Legged Stool Of Leadership

Business not Personal

Leading Leaders versus Leading Followers

Leadership Is Not An 8-5 Job

Share Success and Accept Blame

Sales Leadership Distinctions With A Difference



Wayne Fredin



Take Action Results

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Leadership Versus Management

Managers React And Leaders Act

You Manage Resources – You Lead Individuals

Managers Focus On Rules – Leaders Focus On Values

Managers Focus On Process, Leaders Focus On Outcomes

Managers Insist On Compliance, Leaders Ask For Commitment



Leadership Development Plan

What is a Leadership Development Plan? It's an intentional process for developing high-potential leaders in your business, incentivizing their long-term commitment with profit-sharing, and laying the groundwork for your eventual succession.



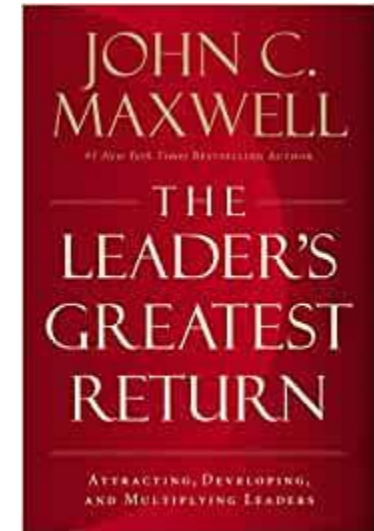
Leadership Development Plan

Why is a Leadership Development Plan important? An LDP creates a pathway to the Independence stage that offers Freedom and Lifestyle for a business owner and does not leave to chance how subordinate leaders are identified, developed and groomed. When leadership is based purely on seniority and ignores merit and capability, growth and success will be stunted at best and business failure is possible at worst.



Maxwell's 10 Step Process

- Step 1 - Identify
- Step 2 - Attract
- Step 3 - Understand
- Step 4 - Motivate
- Step 5 - Equip
- Step 6 - Empower
- Step 7 - Position
- Step 8 - Mentor
- Step 9 - Reproduce
- Step 10 - Compound



Maxwell Developing the Leader

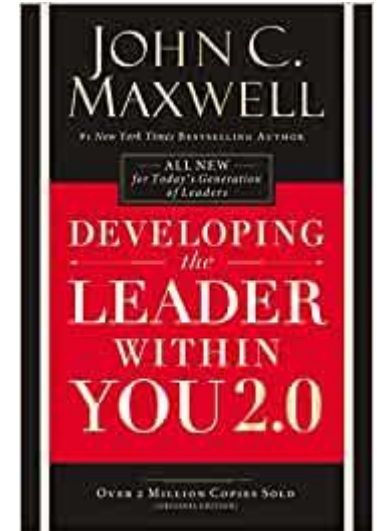
Position

Permission

Production

People Development

Pinnacle



The Work of Leaders

Crafting a Vision

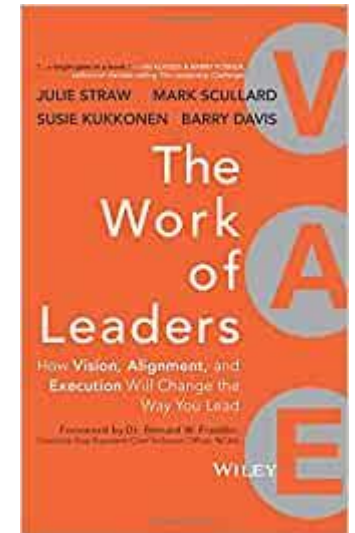
- explore ideas
- boldly advance ideas
- and test assumptions

Building Alignment

- developing clarity on a plan
- dialoguing with stakeholders
- being inspiring

Championing Execution

- being responsible for driving momentum
- building a structure
- providing feedback



Flippen's 10 Killer Constraints

Bullet Proof

Ostriches

Marshmallow

Critics

Icebergs

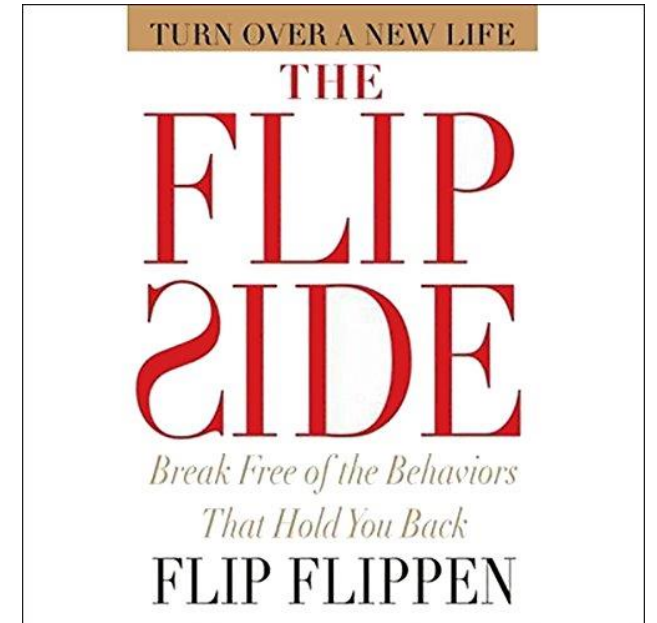
Flatliners

Bulldozers

Turtles

Volcanoes

Quick Draw



Create a Leadership Development Plan

1. Name
2. Current leadership status based on The Leadership Continuum
3. Work of Leaders Development Focus
4. Teamalytics Personal Constraints
5. Personal Growth Plan in as much detail as possible
6. Depending on the individual you may also need to put together an Apprenticeship Plan
7. Implement a 'pay for performance' incentive plan



Leading Through Crisis



Entrepreneurship is Thriving

7.2 million businesses (US)

98% < 100 FTE

90% will fail in 10 years

(and this is pre-COVID)



78% lack a solid plan
73% optimistic about sales
77% not pricing properly
70% don't seek help

**"IF YOU THINK
EDUCATION IS EXPENSIVE,
TRY IGNORANCE"**

Derek Bok

Leading Through Crisis

Management is the Science of Reaction
Leadership is the Art of Action

Freeze and Fail
Fumble and Maybe Survive
Fight and Thrive



Leading Through Crisis - Mindset

1. Be Decisive and not Impulsive
Act – Do Not React
2. Be a Leader not a Manager
3. Have an Abundance and not Scarcity Mindset



Tony Robbins

We are drowning in information and
starving for wisdom and knowledge!



The Power of Planning

Planning, if done well, forces you to analyze all the options available and that options analysis drives the development of contingencies. Even the best plan does not fully survive the first interaction with the market or a customer or a crisis.



Crisis Leadership

Crisis leadership is more than doing a single plan.

1. It is a series of plans and contingencies.
2. Driven from the top down.
3. Starts with a strategic high-level plan.
4. Create a series of tactical plans.
5. When faced with a crisis, make a decision then finalize, implement and execute on one or more tactical plans.



Crisis Leadership Immediate Actions

1. Protect your customer base.
2. Overcommunicate.
3. Be resilient and competent.
4. Expand your audience.
5. Engage your prospects and customers in the conversation **THEY** are having.
6. Make it easy for customers to buy including allow on demand or remotely.
7. Know your numbers or KPIs and use M2A2 Strategy = Measure, Monitor, Adjust and Adapt

