



# Leadership 2.0

Module 1

## Be Authentic

Created for:

**McCANN  
WORLDGROUP**



## Programme Flow

### 1. Be Authentic



Coach Me #1

### 2. Empower & Develop



Coach Me #2

### 3. Enable



Coach Me #3

### 4. Inspire & Motivate

## Objectives

By the end of this module, you will be able to:

- Identify the skills and qualities of an effective leader
- Set your authentic leadership direction for the programme
- Define your current leadership style and the styles of your colleagues and clients
- Understand Emotional Intelligence and define your areas of development
- Appreciate the differences of effecting change at behaviour and mindset levels
- Recognise the value of personal leadership flexibility to strengthen working relationships
- Set SMART objectives for your own leadership development



## Getting to Know You

1. Name
2. Location & role
3. Why are you here?
4. One quality you bring to training team



Max 1 minute each



## Commitments

Our Leadership group commitments to...

- Active participation
- No judgement
- Confidentiality
- We are one team
- Time: punctuality and breaks
- And...? (add yours)





What would Leading with greater  
Authenticity mean to you?



## Leadership – Your Path

- What is Authenticity in Business to you?
- Who models Authentic Leadership for you?
- When are you Authentic? & Where are you not Authentic?



# Present State to Desired state

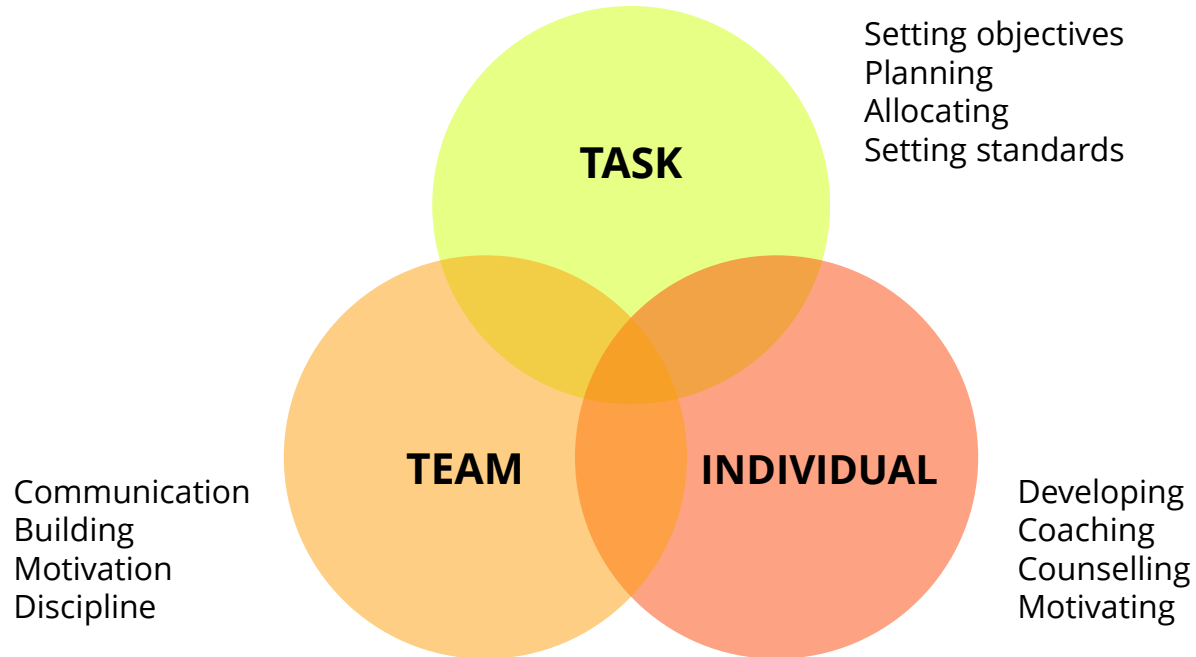
Present State



Desired State

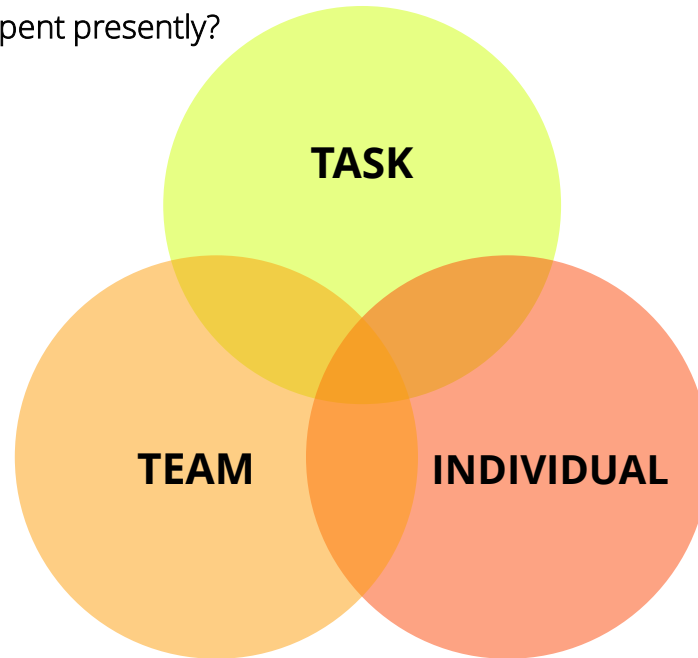


## Action Centred Leadership – John Adair



## Action Centred Leadership – John Adair

Where are your attention and time spent presently?





# Break

## Employee Attitudes Towards Management

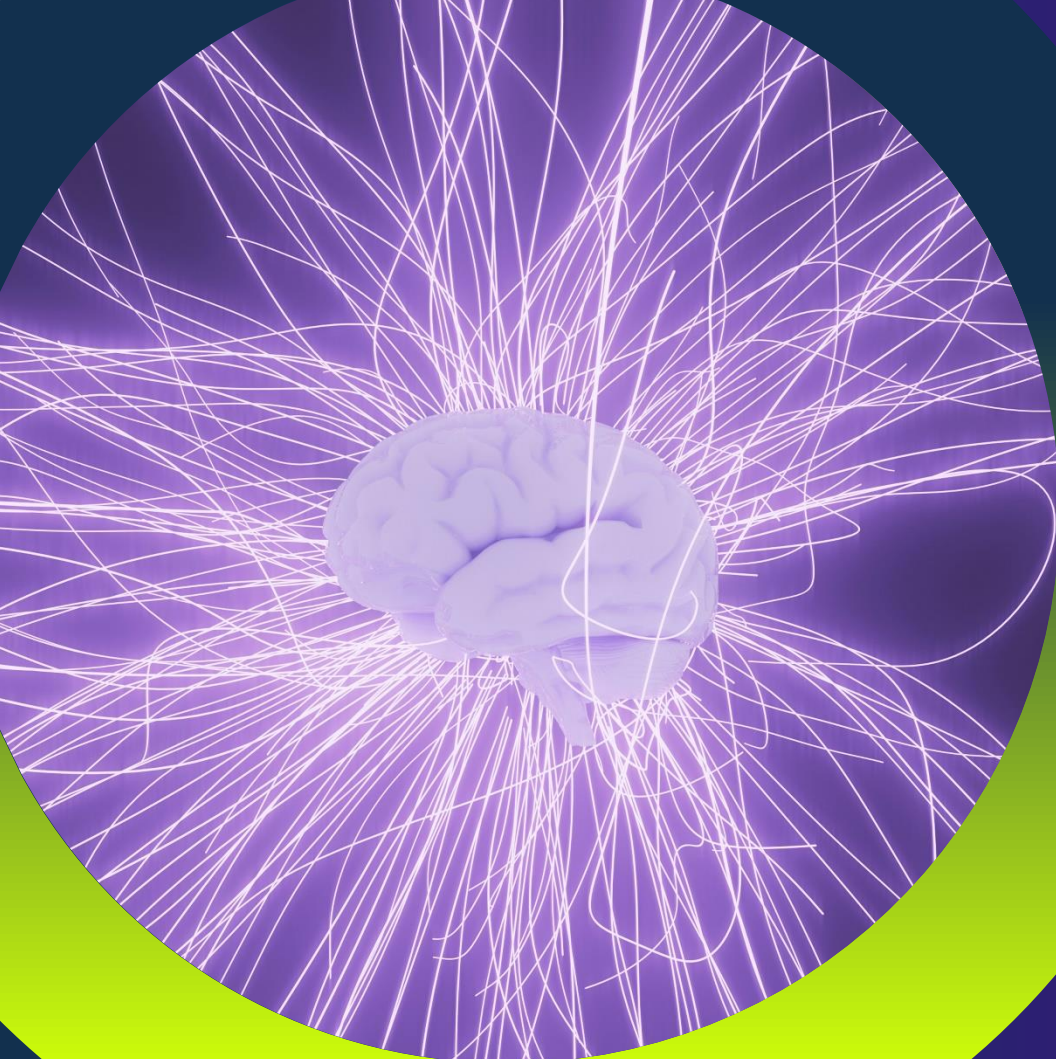
According to a Harvard Business Review, in a report “State of the American Manager: Analytics and Advice for Leaders” what do you think the following percentage figures are:

**82%** of people don't trust their leader

**50%** of employees leave their jobs because of their leader

195 global leaders were asked to rate leadership qualities in order of importance.

**67%** of them rated high ethical and moral standards as the number one quality in a leader.



# Emotional Intelligence

## Employee Attitudes Towards Management

According to a Harvard Business Review, in a report “State of the American Manager: Analytics and Advice for Leaders” what do you think the following percentage figures are:

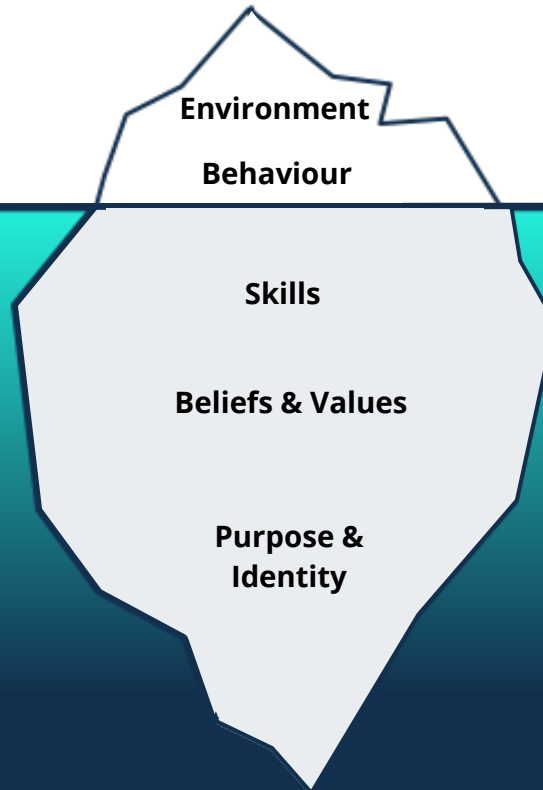
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## The Person and the Behaviour



# What makes Emotional Intelligence so important ?

## What Makes a Leader

*“The most effective leaders are all alike in one crucial way: they all have a high degree of what has come to be known as emotional intelligence...Without it, a person can have the best training in the world, an incisive, analytical mind, and an endless supply of smart ideas, but they still won't make a great leader.”*

Daniel Goleman, 1998 Harvard Business Review

# Goleman's Model of EQ



## EQ in Action

### Self

- What's happening for me?
- What am I doing for me?

### Others

- What's happening for them?
- What can I do for us?



## Self-Assessment

My areas of strength and growth:

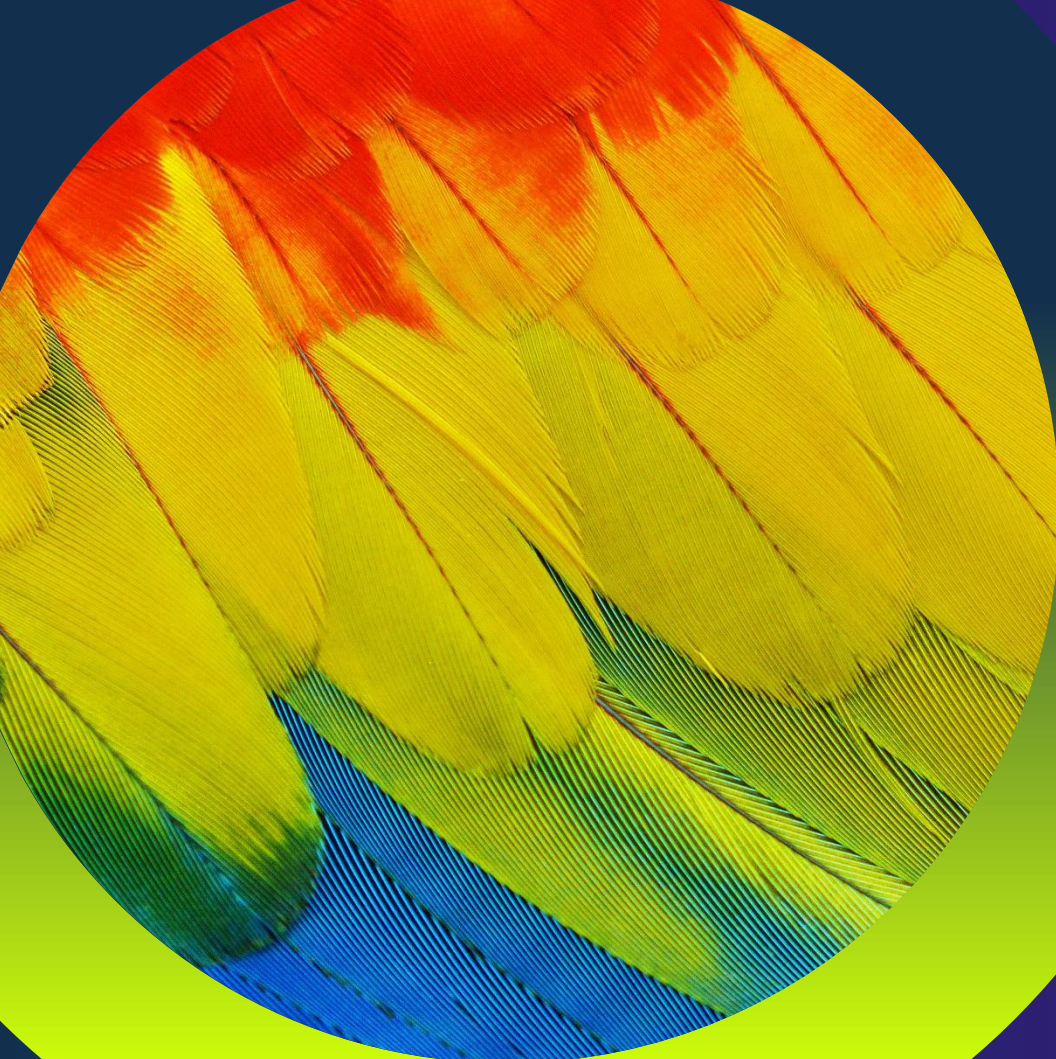
- Which EQ areas do you recognise you are well skilled in?

*In which way does this show up?*

- Which EQ areas do you notice you can develop further?

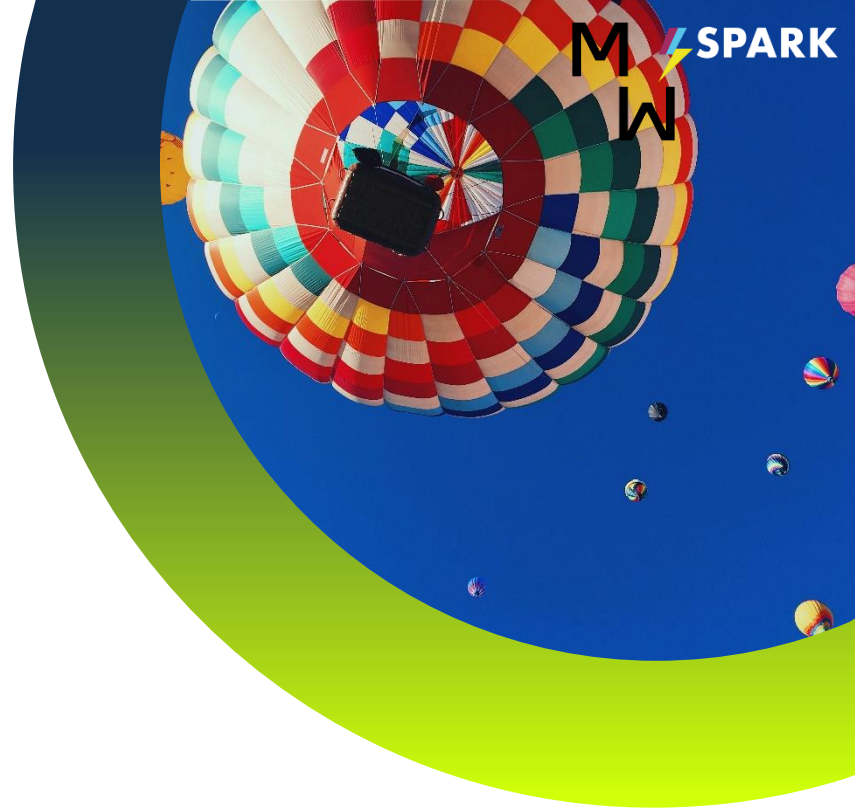
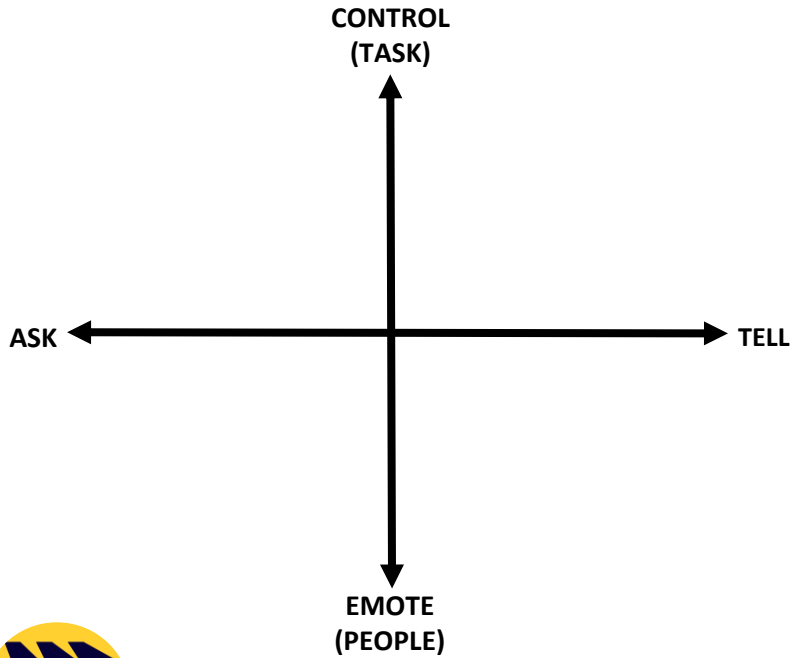
*What actions can you take to build these skills?*



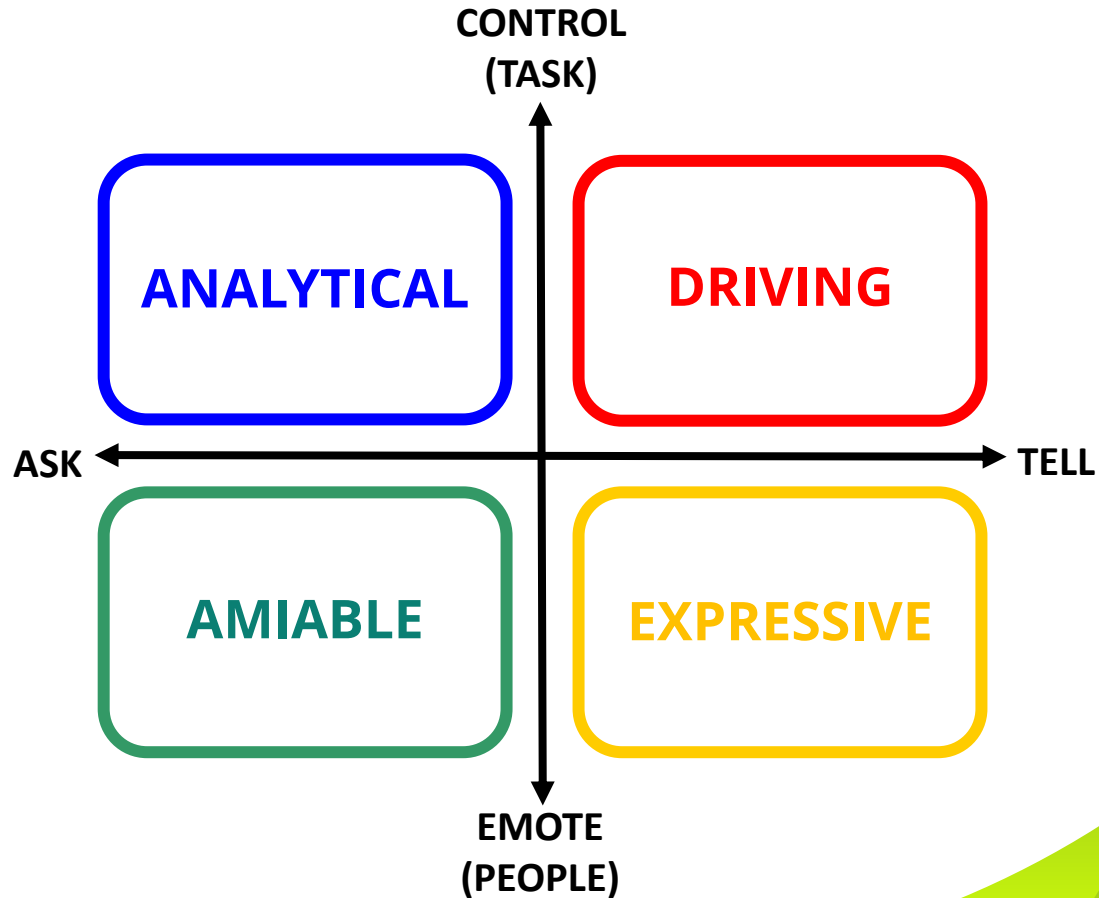


# Social Styles

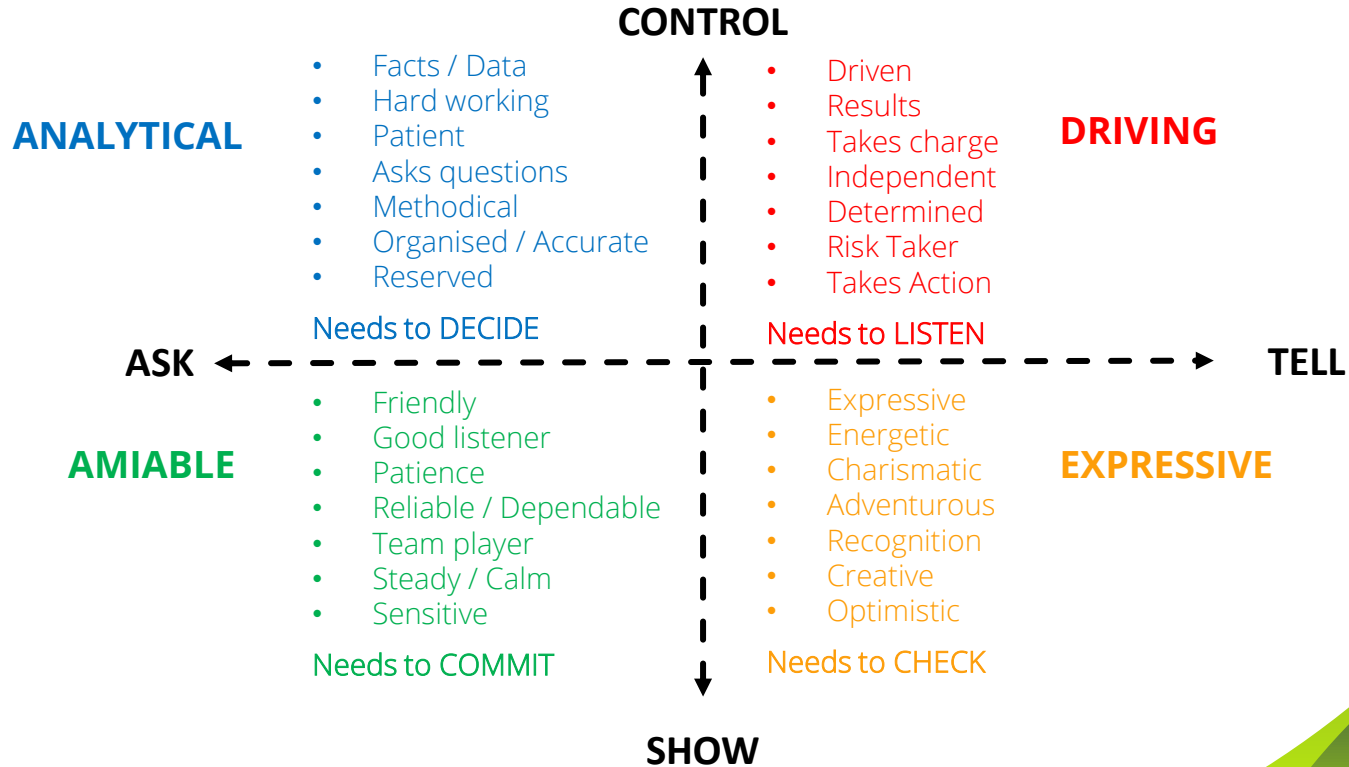
# Self-Assessment



Social Styles



# Strengths of Each Style

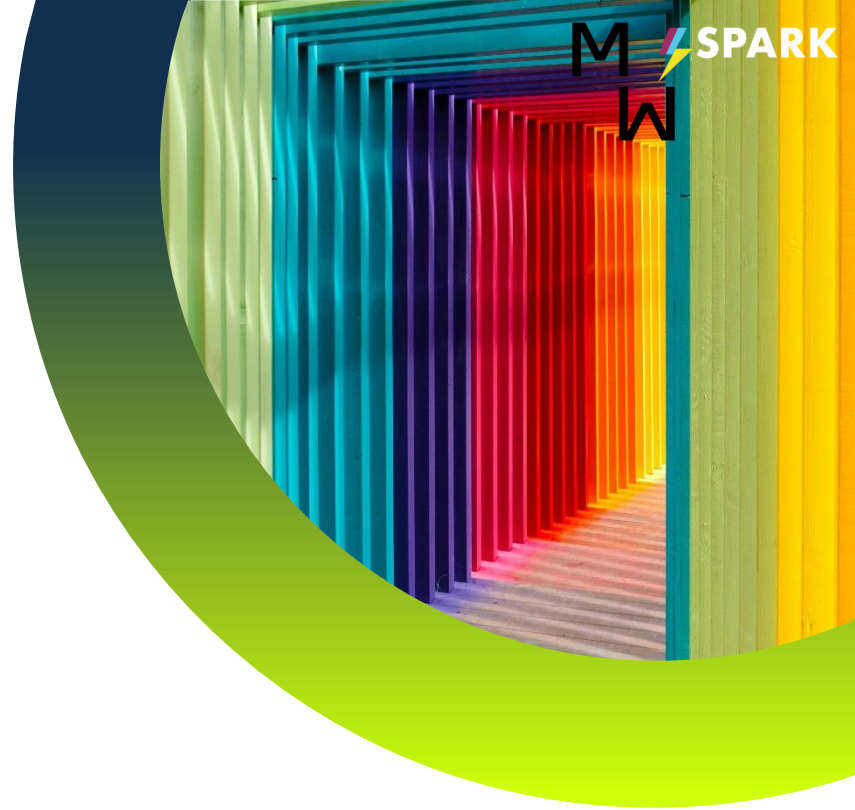
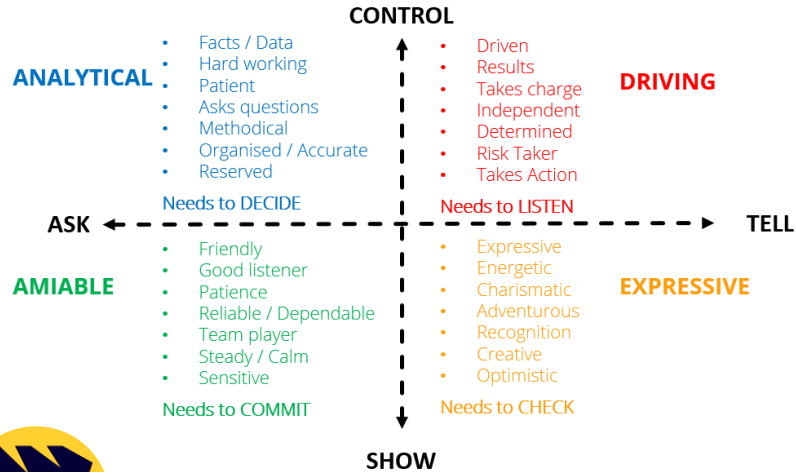




## Exercise

In Style Groups:

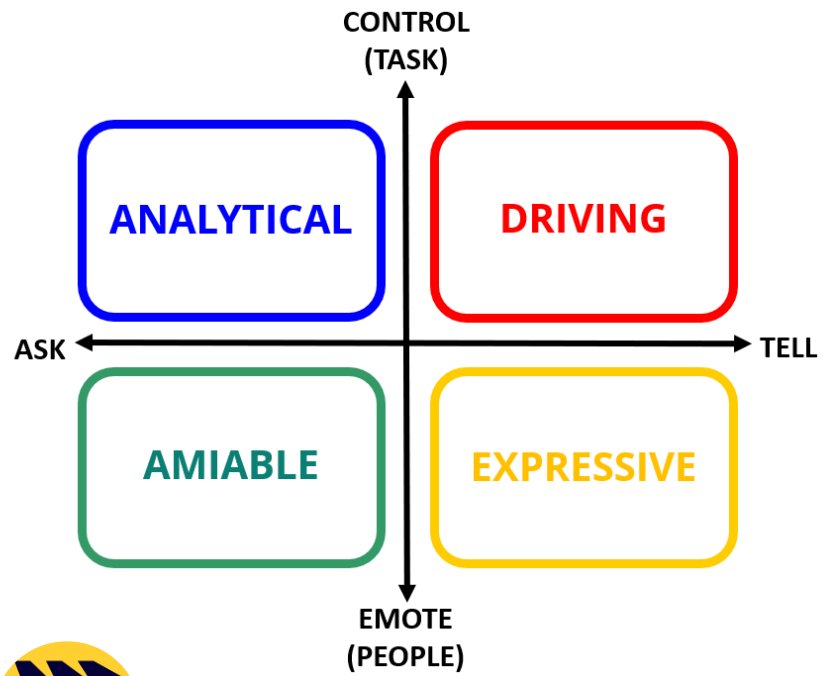
How do you inspire and influence someone like me?



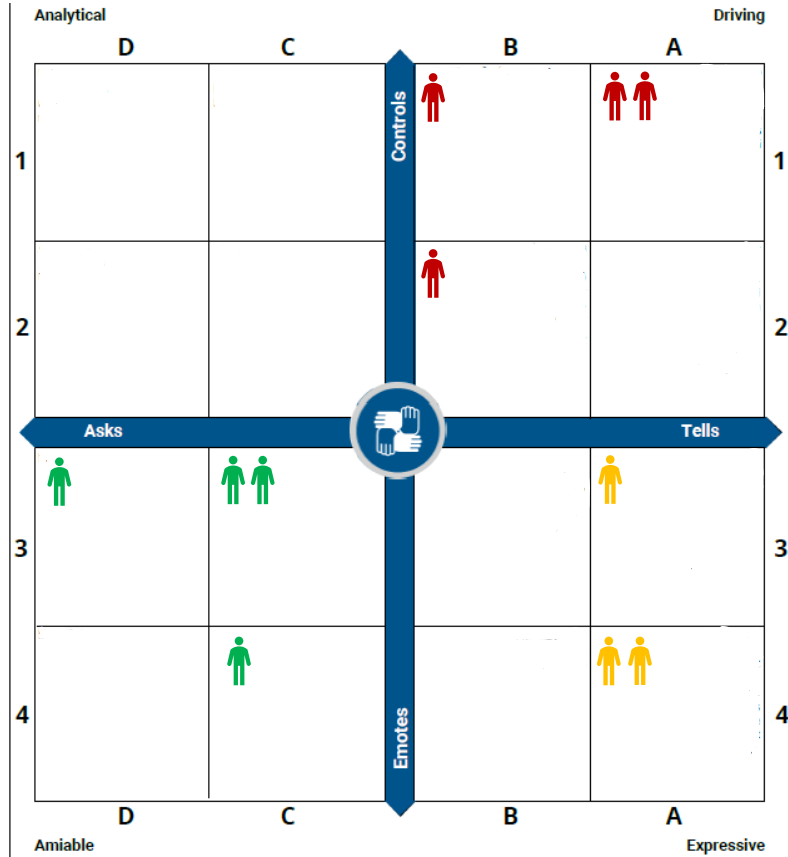
## Communication Strategies – Tips to Adapt

<p><b>What:</b></p> <ul style="list-style-type: none"> <li>• Get to the point but be flexible</li> <li>• Link communication to accuracy</li> </ul> <p><b>How:</b></p> <ul style="list-style-type: none"> <li>• Speak more slowly</li> <li>• Be softer, yet formal</li> <li>• Don't interrupt</li> </ul>	<p><b>Decisions:</b></p> <ul style="list-style-type: none"> <li>• Provide detailed facts</li> <li>• Give them one solutions</li> <li>• Allow them to consider decisions</li> </ul> <p><b>Engagement:</b></p> <ul style="list-style-type: none"> <li>• Give them a detailed rationale &amp; then your recommendations</li> </ul>	<p><b>What:</b></p> <ul style="list-style-type: none"> <li>• Get to the point &amp; stay there</li> <li>• Link communication to results</li> </ul> <p><b>How:</b></p> <ul style="list-style-type: none"> <li>• Speak more quickly</li> <li>• Be empathic &amp; formal</li> <li>• Don't be put off when interrupted</li> </ul>	<p><b>Decisions:</b></p> <ul style="list-style-type: none"> <li>• Provide top-line facts</li> <li>• Give them minimal options</li> <li>• Allow them instant decisions</li> </ul> <p><b>Engagement:</b></p> <ul style="list-style-type: none"> <li>• Give them your recommendations &amp; then a brief rationale</li> </ul>
<p><b>What:</b></p> <ul style="list-style-type: none"> <li>• Build relationships</li> <li>• Link communication to people</li> </ul> <p><b>How:</b></p> <ul style="list-style-type: none"> <li>• Speak more slowly</li> <li>• Be softer &amp; informal</li> <li>• Don't interrupt</li> </ul>	<p><b>Decisions:</b></p> <ul style="list-style-type: none"> <li>• Provide detailed opinions</li> <li>• Give them the people impact</li> <li>• Allow them time to consider decisions</li> </ul> <p><b>Engagement:</b></p> <ul style="list-style-type: none"> <li>• Give them a detailed rationale &amp; then your recommendations</li> </ul>	<p><b>What:</b></p> <ul style="list-style-type: none"> <li>• Be sociable &amp; flexible</li> <li>• Link communication to personal satisfaction</li> </ul> <p><b>How:</b></p> <ul style="list-style-type: none"> <li>• Speak more quickly</li> <li>• Be empathic &amp; informal</li> <li>• Don't be put off when interrupted</li> </ul>	<p><b>Decisions:</b></p> <ul style="list-style-type: none"> <li>• Provide top-line opinions</li> <li>• Give opinions enthusiastically</li> <li>• Allow them instant decisions</li> </ul> <p><b>Engagement:</b></p> <ul style="list-style-type: none"> <li>• Give them your recommendations &amp; then a brief rationale</li> </ul>

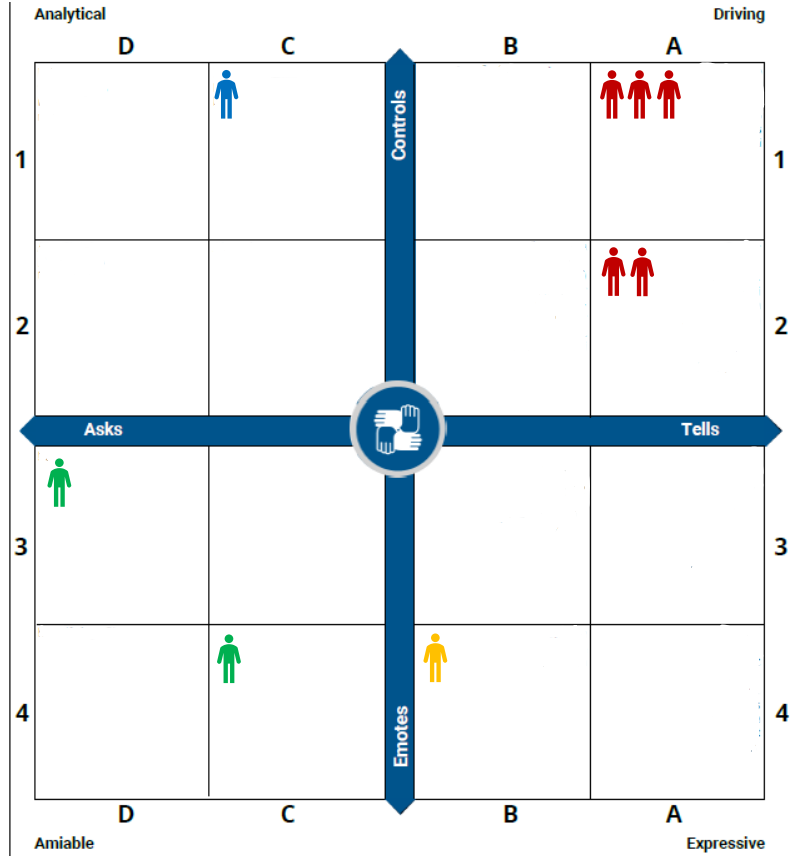
# Map Your Team and Stakeholders



# Composite Report Cohort 1



# Composite Report Cohort 2



## Reflections and Action Plan

- What has been most interesting to you today?
- What can you put into action immediately?
- Coaching 1 - What would be most useful to focus on?
- Complete your SMART action plans on Miro or in your workbook



## Smart Goals

- S** Specific  
Clearly stating what is to be achieved
- M** Measurable  
Precise indicators of success
- A** \*Attractive /Achievable  
The goal is motivating and inspiring
- R** Realistic  
Within your control and capability
- T** Timed  
To achieve success and boost motivation



## Peer Coaching Groups

1. Map and discuss the Social Styles of your team members and your key stakeholders
2. Consider how you might flex your personal leadership style in order to strengthen working relationships
3. Support each other with contrasting Social Styles





# Questions

Launch MARCH	Session 1 MARCH	Coach 1 APRIL	Session 2 MAY	Coach 2 JUNE	Session 3 JULY	Coach 3 JULY/AUG	Session 4 OCTOBER
Welcome to the Journey	Be Authentic	Coach Me 1	Empower & Develop	Coach Me 2	Enable	Coach Me 3	Harness Change
<ul style="list-style-type: none"> <li>• Fernando Introduction &amp; channelling personal message</li> <li>• Aspirational training</li> <li>• Permission to engage</li> <li>• Dido &amp; Jo introduction</li> <li>• Animation &amp; slides</li> <li>• Top learning tips</li> </ul>	<ul style="list-style-type: none"> <li>• What &amp; Why? of Leadership</li> <li>• Your Leadership Style</li> <li>• Emotional Intelligence</li> <li>• Social Styles profiles</li> </ul>	<ul style="list-style-type: none"> <li>• 1:1 Exec Coaching</li> <li>• Building Personal Brand</li> <li>• Changing from the inside</li> </ul>	<ul style="list-style-type: none"> <li>• Growing awareness of self &amp; others</li> <li>• Agility through Social Styles</li> <li>• Sculpting your success mindset</li> <li>• Releasing limiting beliefs</li> <li>• Coaching – listening and questions</li> <li>• Feedback for development</li> <li>• Delegation as reward</li> <li>• Considering success</li> </ul>	<ul style="list-style-type: none"> <li>• 1:1 Exec coaching</li> <li>• Inspiring change in others: exemplar &amp; mentor</li> </ul>	<ul style="list-style-type: none"> <li>• Finding Flow</li> <li>• Developing the individual</li> <li>• Inclusive Leadership: Belonging &amp; Diversity</li> <li>• Fuelling Change with Value</li> </ul>	<ul style="list-style-type: none"> <li>• 1:1 Exec Coaching</li> <li>• Disrupting the industry future forward</li> </ul>	<ul style="list-style-type: none"> <li>• Dynamics of change</li> <li>• Building trust &amp; psychological safety Team Development</li> <li>• Leading change</li> <li>• Setting vision</li> <li>• Strategic steps</li> <li>• My Leadership identity</li> <li>• Celebration</li> </ul>



**Thank You!**