

Leading Through Change

Tol Broome

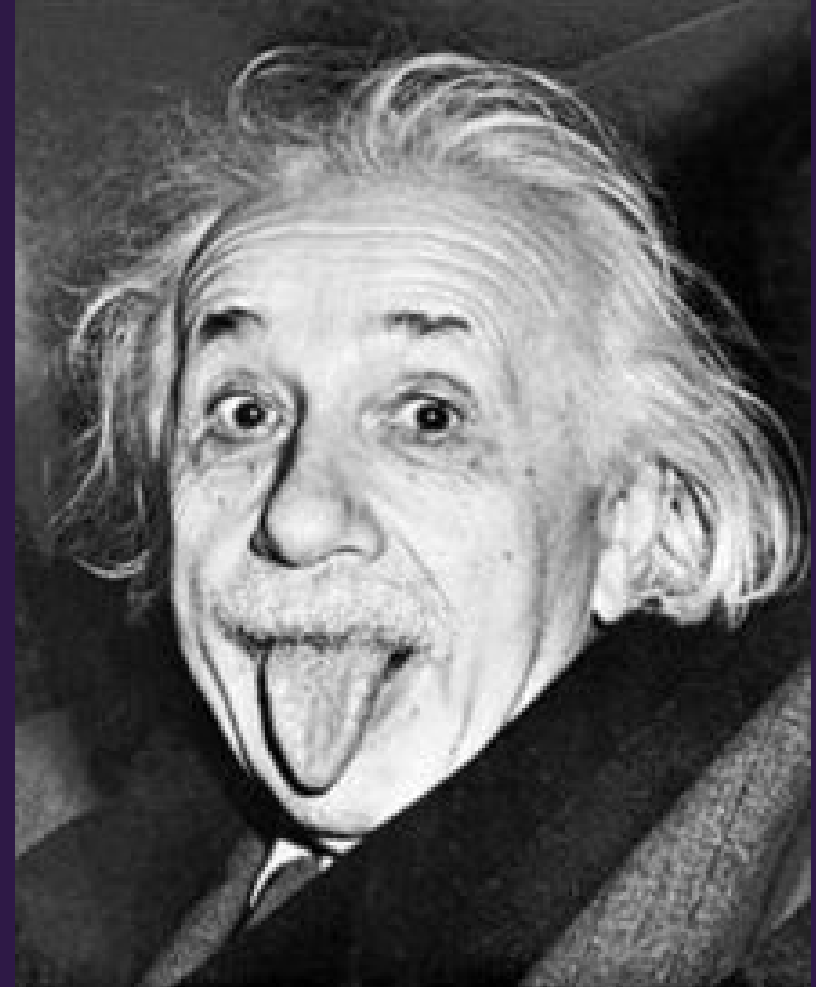
RMA Carolinas Virginias Spring Conference

April 28, 2021



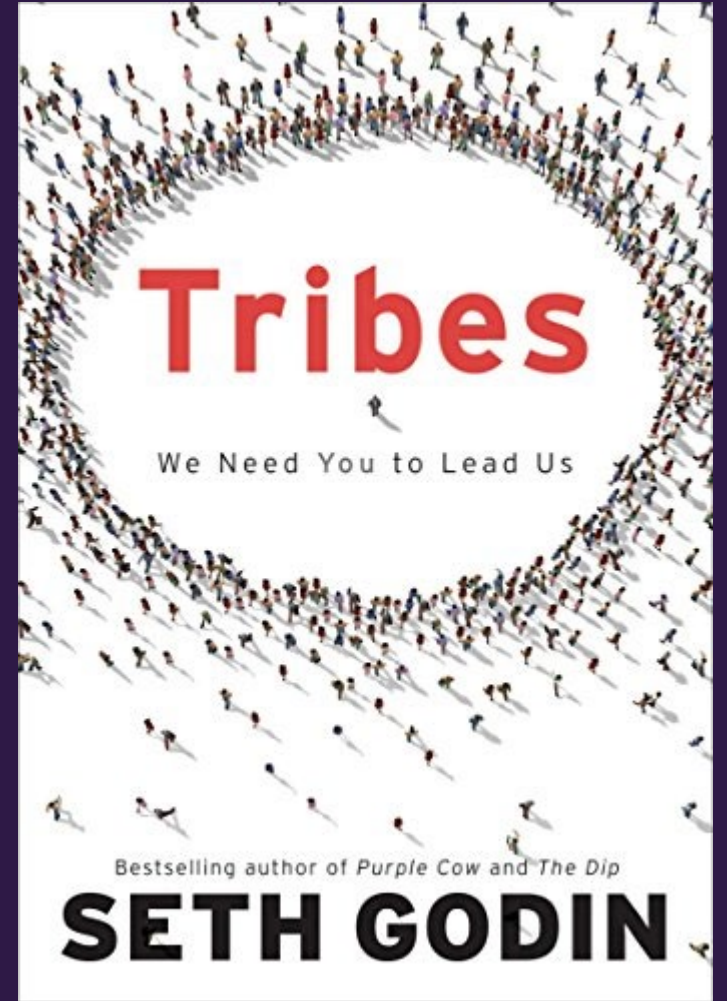
“Imagination is more important than knowledge.”

Albert Einstein



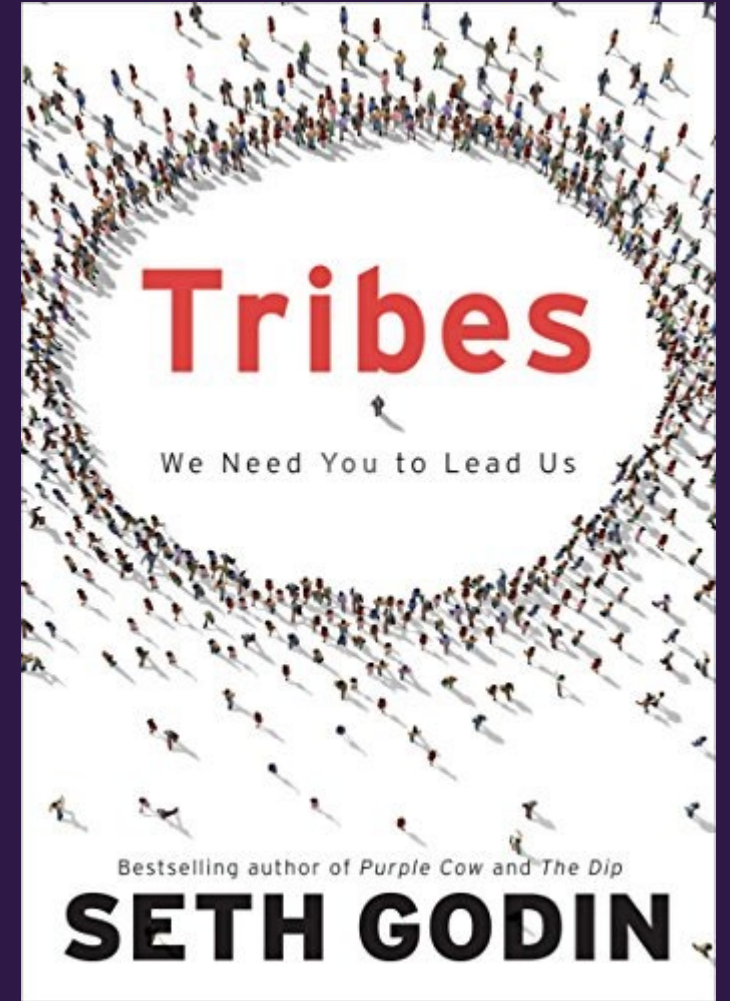
“The secret of leadership is to do what you believe in. Paint a picture of the future. Go there. People will follow.”

Seth Godin



“Leadership is the art of giving people a platform for spreading ideas that work.”

Seth Godin



Something to Believe In

The marketplace is begging us to be remarkable!

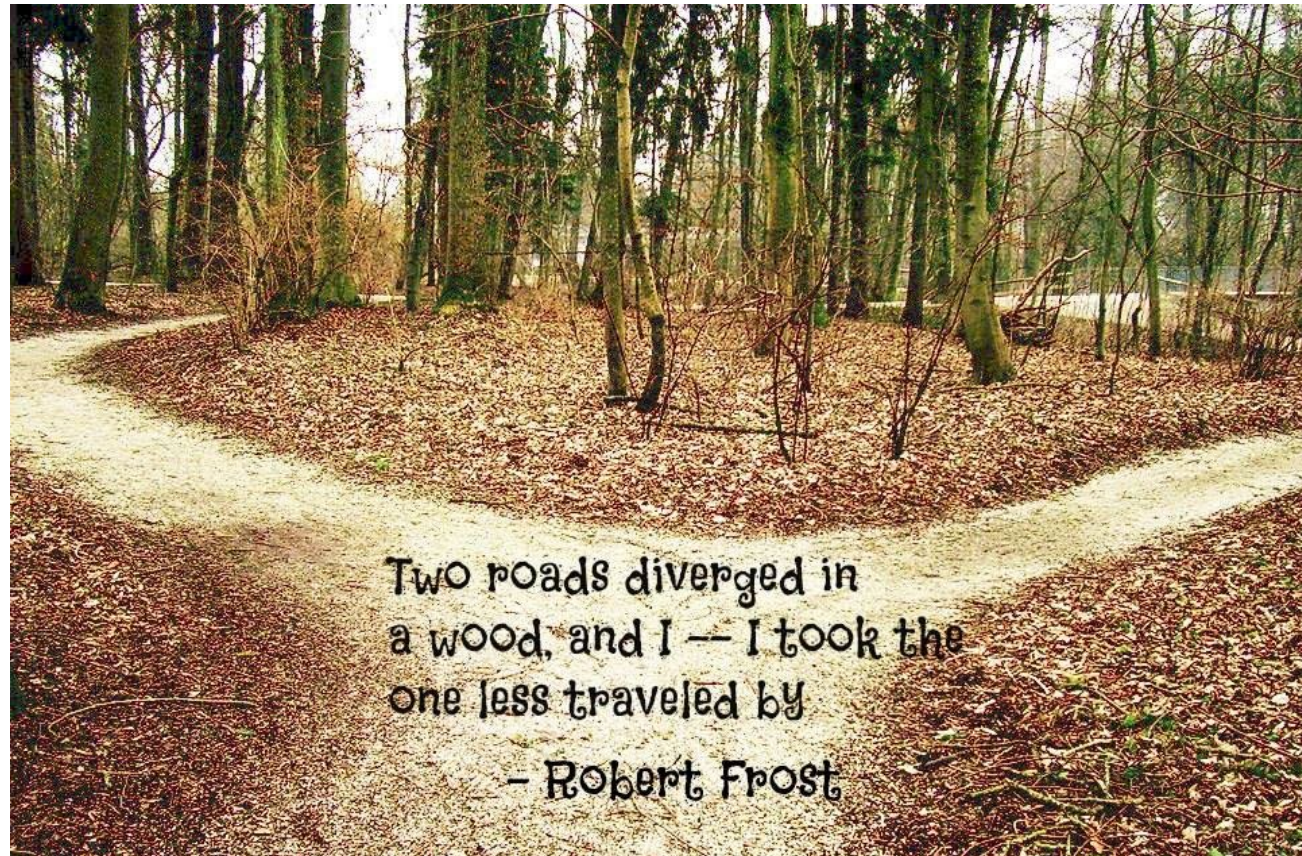
The marketplace wants a
PURPLE COW!



The Need for Heretics

People confuse religion and faith

If faith is the foundation of a belief system, then religion is the façade and the landscaping. In the corporate world, religion is the status quo, “the way we have always done it”. A heretic has faith, but opposes religion. The metaphor holds true in business!



Leading Change

Why Lead Change?

- There is a tribe of teammates just waiting for you to connect them to one another and lead them where they want to go.



How to Lead Change

- What is the shortcut to manage change? There isn't one. It's hard work. It's a myth that change happens overnight!



Leadership vs. Management

Leaders have followers...



managers have employees.



Changing things – pushing the envelope and creating a future that doesn't exist yet – requires bravery

Reality

Clarity

Courage

Principles of Leadership, Kelly King

Inciting a Movement & Positive Deviants

Inciting a Movement



- A movement happens when people talk to one another, when ideas spread within the community, and most of all, when peer support leads people to do what they always knew was the right thing.
- A movement requires momentum!

Positive Deviants: Finding Leaders in our Organization

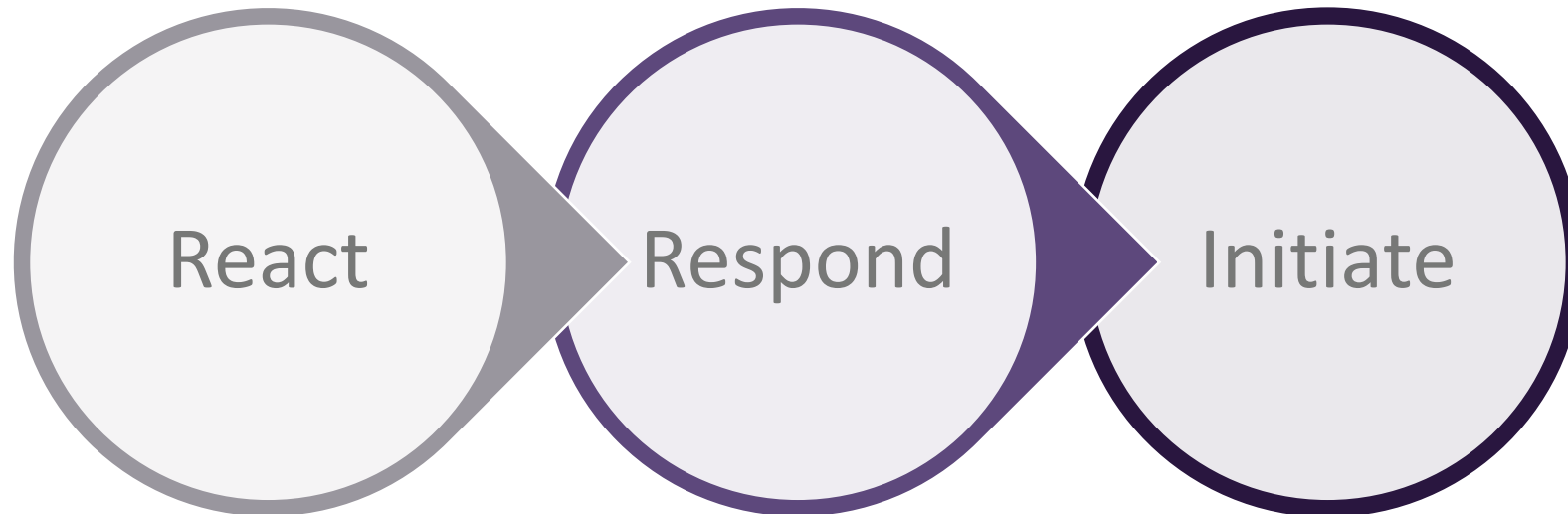


- Managers stamp out deviants...
- Leaders understand that change is the key to success, and they seek out positive deviants!

Creating Change

Initiating is really and truly difficult, and that's what leaders do. They see something others are ignoring and they jump on it. They cause events that others have to react to.

They make change!

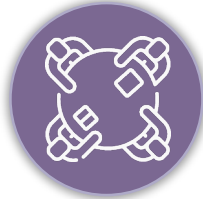


Leadership Review

7 Elements of Leadership



Leaders **challenge** the status quo



Leaders **create a culture** around their goal and involve others in the culture



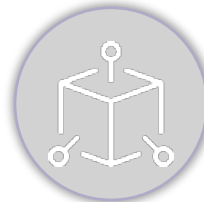
Leaders have an extraordinary amount of **curiosity** about the world they're trying to change



Leaders use **charisma** to attract and motivate followers



Leaders **communicate** their vision of the future



Leaders **commit** to a vision and make decisions based on that commitment



Leaders **connect** their followers to one another

A Balanced Approach to Leading Through Change

Apollo 13



"Houston, we have a problem"

Apollo 8



Moonshot Thinking

The Growth Mindset

Carol S. Dweck, Ph.D.

- Embrace challenges
- Persist in the face of setbacks
- See effort on the path to mastery
- Learn from criticism
- Find lessons and inspiration in the success of others

