



# The Power of Leadership:

How to Ignite Inspiration, Drive Innovation,  
and Achieve Excellence



Ben Poswalk



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## Where are you today?



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## Where are you today?



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Make a memory,  
Make a difference



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Why Do We Have Leaders:

- What is the value of a Leader?



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Why Do We Have Leaders:

- What is the value of a Leader?
- What purpose does a leader really serve in a group of people?



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### Why Do We Have Leaders:

- What is the value of a Leader?
- What purpose does a leader really serve in a group of people?
- What does a leader provide to a group of people that cannot be obtained elsewhere?

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### Why Do We Have Leaders:

- What is the value of a Leader?
- What purpose does a leader really serve in a group of people?
- What does a leader provide to a group of people that cannot be obtained elsewhere?
- How does a leader create a distinct advantage for that group?

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### Leadership




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### Leaders lead around a purpose

Leaders own the goals and the aspirations of the organization.

They don't need to always create them,  
but they need to own them and create the path & plan to  
achieve them.

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10

### The Unexpected Leader



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### The Unexpected Leader

A leader is someone who leads people based on a purposeful endeavor.



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12

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### What we will cover in this training:

*What distinguishes impactful leaders from their less effective peers?*

- **Inspire:** to inspire those around you in their common vision.
- **Engage:** to engage every team member in meaningful activities.
- **Innovate:** to innovate our processes.
- **Achieve:** to achieve results by creating structure and clarity.
- **Become:** to become more self-aware in your ability to transform, coach, and influence people.

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13



#### FINDING AND FRAMING THE GOAL

We have enough people who tell it like it is.  
Now we could use a few people who tell it like it could be.

—Robert Orben, author and comedian

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14



Leaders provide hope and inspiration for the future and direct energy toward a bold vision:

To be an effective leader at scale, we need to learn how to inspire lots of people simultaneously with a story or picture of the future, a vision.

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15



- The leader needs to inspire others in order to achieve the goal or vision.
- The leader needs to communicate that goal or vision.
- The more inspiring the language, the more effective the communication.

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16



- What inspires you to get out of bed every day and go to work?
- When you do get out of bed every day, whom do you inspire?
- Are you, as a leader, a role model?
- What would you like to see different as a result of your leadership?
- What would it sound like to have the people in your center say that they are inspired by your vision?
- What would an inspiring message look like, sound like, and feel like to someone listening to your vision?

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ABOUT OTHERS: ENGAGE AND GATHER THE TEAM

Good leaders make people feel that they're at the very heart of things, not at the periphery. Everyone feels that he or she makes a difference to the success of the organization. When that happens people feel centered and that gives their work meaning.

—Warren G. Bennis, scholar, organizational consultant, and author

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Identify and offer opportunities to engage, contribute, and thrive at work.

Engagement is often described as the way people bring themselves to the mission, vision, and values of an organization. It is the employee's commitment and connection to the organization.

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- Loyalty
- Productivity
- Emotional connection with the company
- Motivation to succeed
- The willingness to speak positively about the organization
- The strength of one's desire to stay at the organization
- The voluntary, discretionary effort an employee exhibits

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Building Relationships

Developing Team Members

Involving Others

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- On the basis of your actions as a leader, are you contributing to the culture in a positive or negative way?
- Take an audit of your relationships.
- Does your vision for the organization speak to different generations?
- Do you have a shared vision? What would that feel like? What would that look like?
- Have you gotten past the need to be in control?
- On the basis of your relationships today, in 10 years who will say that the person who most influenced them, developed them, and mentored their growth was you?

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BANISH THE STATUS QUO AND BREAK THROUGH

Imagination is more important than knowledge. — Albert Einstein, theoretical physicist

Drive new thinking, creative freedom and reimagine realities for differentiation and success.

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INNOVATION AND LEADERSHIP

Innovation does what almost nothing else can: It keeps a company competitive.

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MASTERING INNOVATION

- Exploring and navigating opportunities
- Changing the game
- Leading change

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- How often do you scan the outside world for trends and patterns relevant to your centers?
- When it comes to the world beyond your centers' doors, what are your blind spots?
- If your competition were really astute, how would it defeat you in the marketplace?
- What culture and attitude do you need to cultivate for your team to be innovative?

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26



GO WHERE YOU SAID YOU WILL:  
STRUCTURE SUCCESS

I am easily satisfied by the very best.  
— Sir Winston Churchill, Prime Minister of the United Kingdom

Accomplish successful outcomes and deliver excellence by creating appropriate structure and clarity.

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Delegate Power and Responsibility

Establish Structure

Focus Action

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28



- Who are your "usual suspects" when it comes to getting things done? Whom are you overlooking?
- How does your ego or need for control get in the way of your "team" functioning effectively?
- Do you ever believe that you are more capable than your staff, that only you know how to get things done, that things always must be done a certain way (your way)?
- How do you mentor your leaders to be effective in organizing people around goals?

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29



- SELF-AWARENESS

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30

**BECOME**

- SELF-AWARENESS
- RESPECT

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**BECOME**

- SELF-AWARENESS
- RESPECT
- COURAGE

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**BECOME**

- SELF-AWARENESS
- RESPECT
- COURAGE
- COMMITMENT

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33

**BECOME**

Leadership Checklist:

- 1. Be self-aware. Exercise your strengths  
Limit your weaknesses. Ask for help when you need it.

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**BECOME**

Leadership Checklist:

- 1. Be self-aware. Exercise your strengths for scale and scope. Limit your weaknesses. Ask for help when you need it.
- 2. Values transcend everything. Live them fully.

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**BECOME**

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- 1. Be self-aware. Exercise your strengths for scale and scope. Limit your weaknesses. Ask for help when you need it.
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- 3. Human capital drives financial capital.

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- 1. Be self-aware. Exercise your strengths for scale and scope. Limit your weaknesses. Ask for help when you need it.
- 2. Values transcend everything. Live them fully.
- 3. Human capital drives financial capital.
- 4. Create, communicate, and achieve great goals. Bring people together around a few great goals.

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**BECOME**

Leadership Checklist:

- 1. Be self-aware. Exercise your strengths for scale and scope. Limit your weaknesses. Ask for help when you need it.
- 2. Values transcend everything. Live them fully.
- 3. Human capital drives financial capital.
- 4. Create, communicate, and achieve great goals. Bring people together around a few great goals.
- 5. Inspiring leadership is a contagious disease. Excitement and goose bumps work better than fear and anxiety, although all are contagious.

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**BECOME**

Leadership Checklist:

- 6. Drive positive feedback. It too can be inspiring.

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**BECOME**

Leadership Checklist:

- 6. Drive positive feedback. It too can be inspiring.
- 7. Focus on creating the right rules (policies, procedures, structures) for an organization or culture to thrive.

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40

**BECOME**

Leadership Checklist:

- 6. Drive positive feedback. It too can be inspiring.
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- 8. Always focus on dignity, respect, and community.

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41

**BECOME**

Leadership Checklist:

- 6. Drive positive feedback. It too can be inspiring.
- 7. Focus on creating the right rules (policies, procedures, structures) for an organization or culture to thrive.
- 8. Always focus on dignity, respect, and community.
- 9. Foster shared responsibility. It's almost never one person who is the point of failure. It's never, or almost never, one person's fault.

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42

# BECOME

### Leadership Checklist:

- 6. Drive positive feedback. It too can be inspiring.
- 7. Focus on creating the right rules (policies, procedures, structures) for an organization or culture to thrive.
- 8. Always focus on dignity, respect, and community.
- 9. Foster shared responsibility. It's almost never one person who is the point of failure. It's never, or almost never, one person's fault.
- 10. Control structure; let people do their best and express themselves.

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43



- **Inspire:** to inspire those around you in their common vision.
- **Engage:** to engage every team member in meaningful activities.
- **Innovate:** to innovate products or processes.
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44



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