

Redesign the Good Leader

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Sustainability is a \$12 trillion a year market opportunity by meeting UN's 17 Sustainable Development Goals in just four out of 60 sectors - food and agriculture, cities, energy and materials, and health and wellbeing. (Source: Busin...

- Founder The Passion Institute conscious leadership and sustainable business
- Founder Refresh Agency purpose and behavior change communication & PR
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- Keynote Speaker
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- What is a good leader
- Mega trends: the good leadership
- Redesign your leadership
- Redesign the good leader and organization

To provide an overview of ‘the good leader’ and methods to create transformative change and redesign of leadership and organizations towards the good future.

- Identify 3 good leaders
 - What's different about these leaders?
 - What are their intentions & values?
 - What outcomes do they create?
 - How do they lead differently?

Mega Trends: The Good Leader

Historic	The Good Leader
Climb the ladder	Find meaning everyday
Promotion is success	Success is strengthening relationships, impact and growth
Work is means to an end	Work with meaning is the end
Be professional	Be human
Balance work and life	Work and life integrated towards purpose
Retirement is desirable	Never retire or stop making an impact

Historic	The Good Leader
Keep a professional distance form colleagues	Colleagues are friends and family
Give back once you are successful	Giving back makes you successful
We serve a function	We are craftsmen and women
There are winners and losers	We can all win if we support each other
We learn in training classes	We learn by doing and taking risks
Find a job that fits you	Hack your job to fit you

What is your purpose?

What is the real difference you want to make for others/company/society?

**What gifts and talents do you have that influence your purpose?
Examples: the ability to inspire, organize, etc.**

When you have truly felt you have made a difference, what did you do?

What is your legacy?

Think about your retirement party when you are no longer a leader. What do you want them to say about your highest aspiration as a leader?

Examples: Generous, great listener, advocate for the customer, really cared about people, etc.

List a series of words or phrases that represent what you want to be known for:

How Will You Become Authentic?

What I want to be known for	How am I doing now? 1-Strength 2-Work to do 3-Focus Area	Why I gave the rating	One action I could take right away

Health Hacks

Leadership Hacks

System Leadership Hacks

- Join a Gym
- Have a Running Friend
- Weigh Yourself Every Day
- Buy Only Healthy Food
- Schedule Exercise Same Time Every Day
- Tell others

- Have a checklist of questions you want to ask yourself
- Identify something you want to move towards and create a card to carry with you, a symbol or a screensaver that reminds you of your goal (e.g. a mentor, an image of sustainability)
- Get accountable to a group of others trying to make a similar change & check in regularly
- Be clear on your intention to others & invite feedback
- Self-Observe that your actions are in alignment with your purpose and values – work diligently on closing any gap of discrepancy

Back-Casting Process

Is your behavior governed by the
past or the future?

$$(V \times D) + FS > R = C$$

Self-Disruption

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- Report regularly on doing good
- Tie compensation to “sustainable” metrics
- Create a culture where people thrive
- Have an outside Advisory Board
- Measure sustainable metrics (e.g. pride for company, number of ethical issues raised)
- State intention & ask for feedback
- Developmental organizational structure

Thank you for today!

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