

MASTERGUIDE

LEADING WITH PURPOSE

ORGANIZATION INFLUENCERS

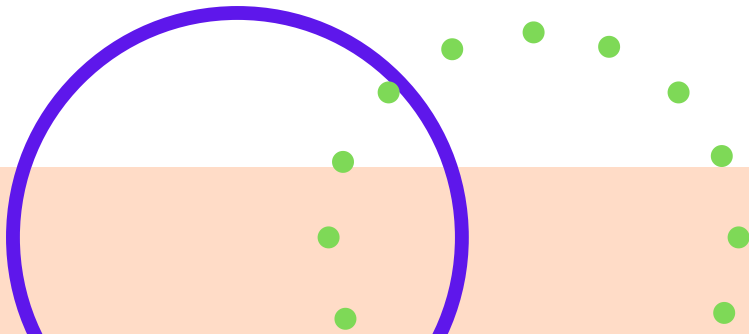
*SUPPORTIVE
GUIDE TO HELP
ENGAGE &
DEVELOP
LEADERS*



LEADERSHIP

HELLO THERE!

Our organizations are vulnerable to change because of us, the people that work within them. We bring unique challenges and it is important now more than ever to invest in leadership. Leadership is both an art and a science which supersedes a job title. No matter the clients an organization serves, its products, its services, or its mission, leadership will be a cornerstone for sustainability!



LET'S BE ALL-THE-WAY HONEST

IF ORGANIZATIONS
WANT TO ACHIEVE
ITS MAIN GOAL

THEN IT WILL HAVE
TO PRIORITIZE AN
INVESTMENT IN ITS
MOST IMPORTANT
RESOURCE...

IT'S PEOPLE





**A LEADER IS ONE
WHO KNOWS
THE WAY
GOES THE WAY
AND SHOWS THE
WAY**

John Maxwell

Whether we're talking about sports, education, entertainment, finance, or healthcare, every industry has to cultivate the skills of the people.

Every business is all about people. Not technology. Not innovation. But people.



LEADERSHIP

HOW TO USE THIS GUIDE

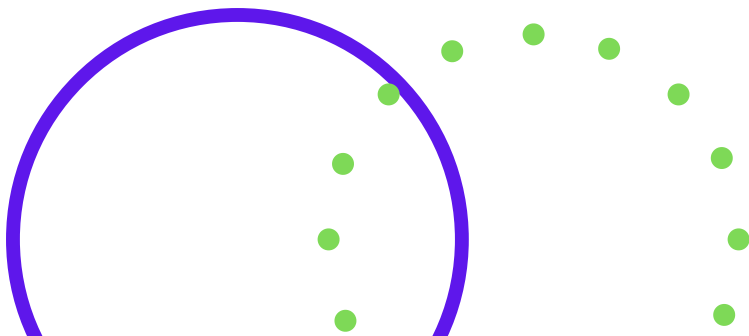
SELF REFLECTION

This guide will introduce concepts, strategies, frameworks and a variety of tools that you can use to reflect on your career and organization. Championing leadership isn't easy and success doesn't happen overnight. Use this guide to help you self-reflect on the things you can do to be an organizational influencer of leadership.

TAKE ACTION

You can't just sit back and expect for things to unfold without taking action. In order to see a better community and better organizations you will have to execute. No matter how small the step might be, just take it.

YOU'VE GOT THIS!





WHO WE ARE



**VAD LEE
MA**

Vad is a 2 x published author, motivational speaker, and character coach with over 8 years of leadership experience in Education & Ministry. As a 2 x All American and experience as professional athlete, Vad has been recognized as a thought leader with cultural relevancy to engage diverse audiences.



**QUINTREL LENORE
SHRM-CP, DEI**

Quintrel is a published author, career coach, and facilitator with a background in Higher Education, Government & Education Technology. He is certified as a Human Resource Professional, Gallup Clifton Strengths coach and DEI professional. Master of Art graduate in Executive Leadership.

Let's get a baseline of your Leadership Competence

On a scale from 1 to 4, where 1 is "Never" and 4 is "Always", how would you rate the following statements?

I view human difference as positive and a cause for celebration

I have a clear sense of my own ethnic, cultural & racial identity

I am aware that in order to learn more about others I need to understand and be prepared to share my own culture

I am aware of my discomfort when I encounter differences in race, color, religion, sexual orientation, language and ethnicity

I am aware of my stereotypes as they arise and have developed personal strategies for reducing the harm they cause



Baseline of Leadership Competence (cont...)

On a scale from 1 to 4, where 1 is "Never" and 4 is "Always", how would you rate the following statements?

Thinks things through and exams them from all sides without drawing conclusions

Being careful about one's choices, not taking undue risk

Doing favors and good deeds for others, providing help without expecting something in return

Speaking the truth but more broadly presenting oneself in a genuine and sincere way

Treating all people the same according to notions of fairness and justice while not letting biases to impact decisions



Baseline of Leadership Competence (cont...)

On a scale from 1 to 4, where 1 is "Never" and 4 is "Always", how would you rate the following statements?

Encouraging the group to get things done and at the same time able to maintain good relations within the group

Working well as a member of a group or team

Mastering new skills, topics and bodies of knowledge on one's own or within formal training

I seek out people who challenge me to maintain and increase the cross-cultural skills I have

I am actively involved in initiatives small or big that promote understanding among members of diverse groups





THE BEGINNING OF BEING A LEADER INFLUENCER IS.. BEING A SERVANT

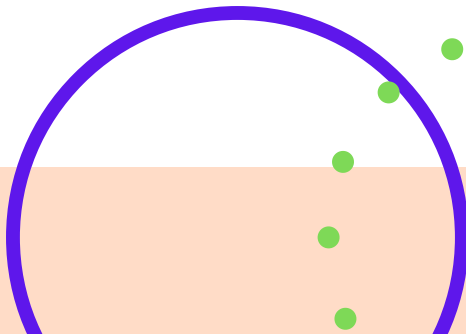
Leadership isn't about a job title. Many people feel that their role in an organization determines the influence they have. Your ability to influence others requires competence rather than power.

The most sustainable and effective way to influence other people is through the servant-leadership model. Want to change someone's perspective? Figure out how to help them first!



SOOOO....

WHAT IS LEADERSHIP?



LEADERSHIP

Components of Leadership



Personal Characteristics & Development

Refers to the wide array of differences among people and their perspectives on the world. Leading people has to considered the personal characteristics of both the leader and the one willing to be led. These characteristics include demographic data, values, beliefs, cultural artifacts, motivations, and more.



Organizational

Leadership is a construct presenting in the context of groups of people, teams, pairs, and various interactions between individuals. In order to leverage leadership as a tool the context is often within organizations which have a shared mission and goal. In order to develop and engage leaders the organizations structural context and its role for the people operating within them, should be considered.



Global & Cultural Understanding

This idea acknowledges that leadership principles and strategies may vary based on the context of participating cultures, nations, regions, and global bodies in which they are applied. By taking a global perspective on leadership, concepts are integrated with diversity, equity, inclusion, and belonging



Common Challenges for DEI Influencers

- Managing the needs of a multigenerational workforce
- Lack of support from senior leadership
- Difficulty identifying high talent potentials
- Lack of budget
- Inconsistent buy-in across the organization
- Encouraging managers to develop their team
- Retaining and engaging top talent





**“ A CHAMPION IS
DEFINED NOT BY THEIR
WINS, BUT BY HOW
THEY CAN RECOVER
WHEN THEY FALL ”**

SERENA WILLIAMS



Using leadership for your career advancement

It's no question how difficult it is being your authentic self in an organization while still being a productive team member. Everyone's career journey is different but there are some common practices that you can leverage to advance your careers as an Organizational Influencers.

Best practices to advance your career as an Organizational Influencer include:

- Networking & Relationship Building
- Learning new skills
- Develop political & business acumen
- Practice having crucial conversations
- Work collaboratively & share the load
- Prioritize strategic goals



Setting Career Goals

LET'S DIVE IN TO SOME WAYS YOU CAN SET YOUR CAREER CHANGE GOALS

DEFINE CAREER ADVANCEMENT

This next phase of your career can look a bunch of different ways. Don't fall into the trap of following somebody else's dream. What is your dream?



NEW INDUSTRY OR JOB FUNCTION

MORE FLEXIBILITY

OPPORTUNITY FOR GROWTH

LEADERSHIP POSITION

BETTER MARKET VALUE

DIFFERENT WORK CULTURE

WORK / LIFE BALANCE



LEADERSHIP

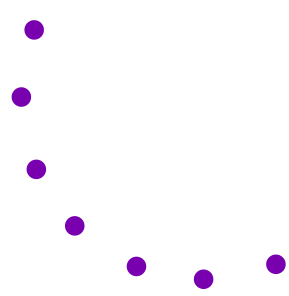


ON A SCALE FROM 1 - 10, RANK HOW RELEVANT THESE STATEMENTS ARE TO YOU

1 = NOT RELEVANT
10 = MOST RELEVANT

- My next career has to be a higher salary
- My next career should be a new industry or job function
- My next career has to have work/life balance
- My next career will require me to gain additional education, certifications, training or skills
- My next career has to be a different work culture
- My next career has to allow for professional growth or advancement
- My next career has to be in a leadership capacity.

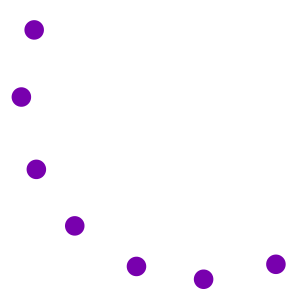




Leadership & Mental Health

- ➔ Leaders have a lot of responsibilities resting on their shoulders. From problem-solving, making decisions, and motivating their team.
- ➔ They face a great amount of stress and pressure. Before they break down and fall under pressure, this section will help provide the stability needed for success.
- ➔ This section will help them develop the mental and emotional strength they'll need to overcome crises and any other high-pressure situations that may come their way.

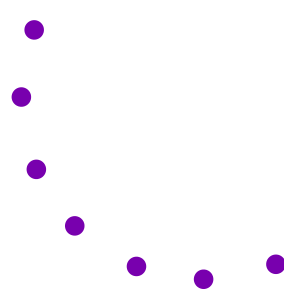




Communication

- ➔ **The ability to communicate effectively is a key skill and one of the competencies that marks a good leader.**
- ➔ **Playing the role of someone who is followed by others, leaders must know how to present their ideas with clarity, share new knowledge with a broad set of audience, and give direction to their team.**
- ➔ **Leaders who can communicate and listen well to their followers show effective leadership and breed relationships of trust and loyalty, which is a critical component of any business's success.**





DEI & Belonging

- ➔ It's no secret that most organizations today are now embracing a more diverse environment to strengthen their positioning.
- ➔ With this in mind, a good leader should know how to lead and collaborate with a diverse team, and bring all their good qualities together to work in harmony regardless of their cultures, races, genders, and sexual orientations.
- ➔ Raising awareness about diversity and inclusion will help leaders combat stereotypes, discrimination, and unconscious bias. This ensures that all their team members are equally heard, seen, and recognized for their work performance and other measurable factors.





Transitional Leadership

- ➔ Whether big or small, change is something that every organization goes through. Both seasoned leaders and new ones alike can have a tough time navigating these situations.
- ➔ As leaders, it's important to know how to cope with change and effectively communicate it with your team. This also includes dealing with new challenges, workflow disruptions, and feedback from your employees.
- ➔ With this leadership training topic, you'll be able to guide your team to overcome common obstacles brought about by changes and still work efficiently and productively.



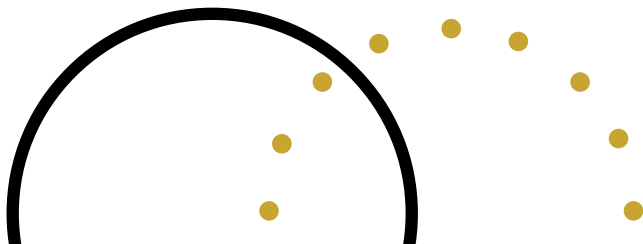
DIVERSITY EQUITY & INCLUSION AND ORGANIZATION CULTURE

Culture represents the beliefs, ideologies, policies, practices of an organization. It gives the employees a sense of direction and also controls the way they behave with each other. The work culture brings all the employees on a common platform and unites them at the workplace.

ORG CULTURE IS SHAPED BY...

**THE INDIVIDUAL, SEX OF THE EMPLOYEE,
NATURE OF THE BUSINESS, GOALS &
OBJECTIVES OF THE BUSINESS, CLIENTS &
3RD PARTIES, AND MANAGEMENT STYLE**

*[HTTPS://WWW.MANAGEMENTSTUDYGUIDE.COM/FACTORS-AFFECTING-ORGANIZATION-CULTURE.HTM](https://www.managementstudyguide.com/factors-affecting-organization-culture.htm)



DIMENSIONS THAT MAKE UP AN

ORGANIZATIONS CULTURE



[8HTTPS://COURSES.LUMENLEARNING.COM/SUNY-PRINCIPLESMANAGEMENT/CHAPTER/READING-KEY-DIMENSIONS-OF-ORGANIZATIONAL-CULTURE/](https://courses.lumenlearning.com/suny-principlesmanagement/chapter/reading-key-dimensions-of-organizational-culture/)



Let's get a baseline of DEI at your organization.

On a scale from 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, how would you rate the following statements?

Diversity

Your organization values diversity.

Leadership understands that diversity is critical to your organization's future success.

Your organization invests time and energy into building diverse teams

Inclusion

I feel my unique background and identity are valued at my organization

I feel a sense of belonging at my organization

I feel respected by my colleagues



Baseline of DEI at your organization (cont...)

On a scale from 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, how would you rate the following statements?

Equity

The process for career advancement/promotion is transparent to all employees

People from all backgrounds and with a range of identities have equitable opportunities to advance their careers at your organization.

I feel supported in my career growth at my organization

Racial Justice

I believe my organization is a safe and supportive workplace for BIPOC individuals

I feel comfortable talking about issues of racism on my team

I know where to find resources to learn more about these issues



Baseline of DEI at your organization (cont...)

Harassment & Discrimination

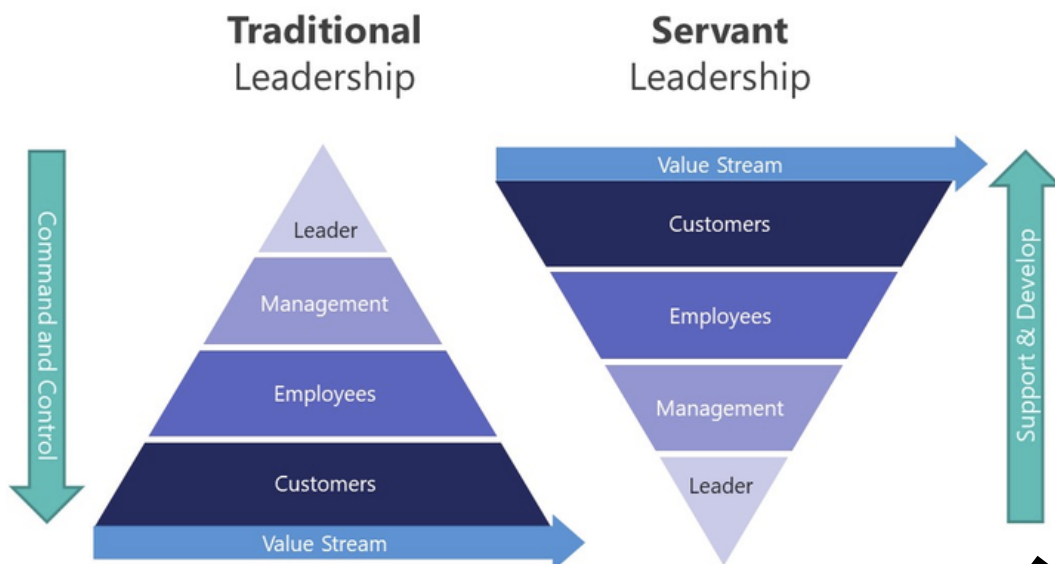
Have you experienced any unwelcome comment(s) or conduct at your organization that you felt was offensive, embarrassing, or hurtful (e.g., inappropriate jokes, slurs, rumors, hurtful gossip, isolating behaviors)? Select all that apply.

Have you experienced any discrimination (i.e., unfair, negative, or adverse treatment) at your organization based on one or more aspects of your background or identity (e.g., gender, age, ethnicity, sexual orientation, etc.)?



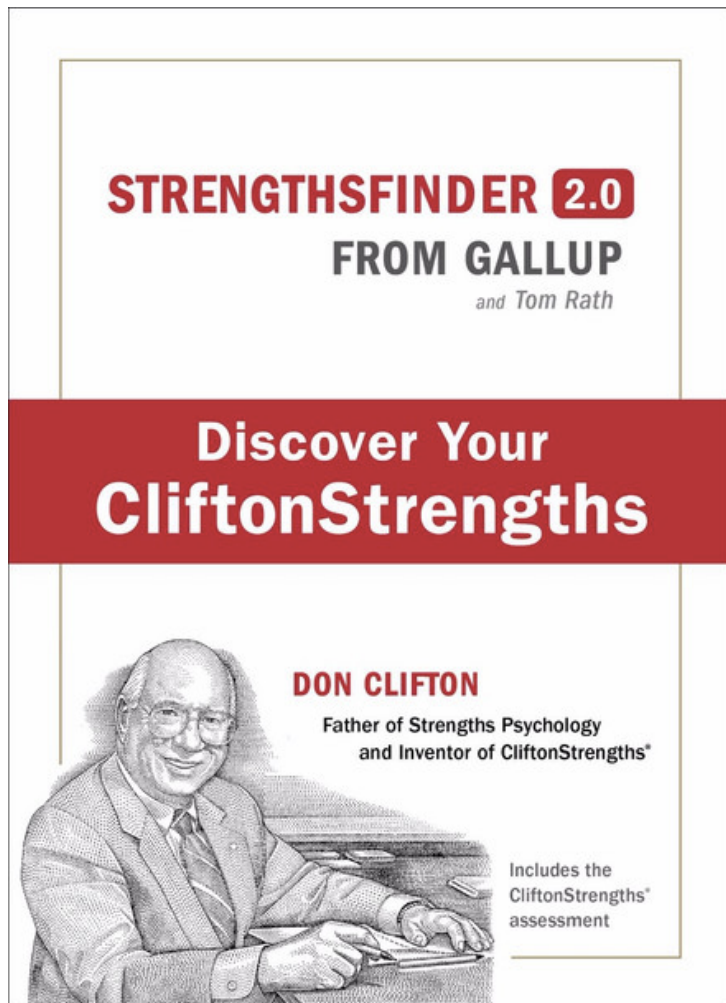
BEING AN INFLUENCER

The servant leadership model gives leaders a strategy to address challenges by climbing down from their position to meet those challenges with humility. Using this model helps humanize leaders and provides an example for others to follow.



BEING AN INFLUENCER

Leveraging Gallup Clifton Strengths will allow you to NAME, CLAIM, & AIM your best attributes. By mastering your natural talents, you can maximize the opportunity to serve, and lead others.



What to Influence?

LEADERSHIP STYLE

Being a leader in your organization is centered around your ability to influence others. We encourage you to be authentically you and lean into your own strengths. Best practices for being an Organizational Influencer can be molded into your leadership style based on the the list below.

- **Helping people grow**
- **Goal setting**
- **Give recognition**
- **Give opportunities to grow**
- **1 on 1 Meetings**
- **Two way feedback & dialogue**





Leaders in Action

Marvin - College Basketball Coach

- Marvin is a college basketball coach for a mid-major institution. His team has been struggling to be competitive in their conference for 3 years. With 2 seniors and over 10 underclassmen, Marvin is excited that his young team has a bright future and upside. However, he's struggling to cultivate a cultural of work ethic, accountability, and team cohesion. He's had multiple incidents where young players have violated team policies in which he's had to suspend players.
- Frustrated by the inconsistency and questionable team culture, Marvin feels like he needs to do something drastic to turn the tide.



Leaders in Action

Miya - Director of Human Resources

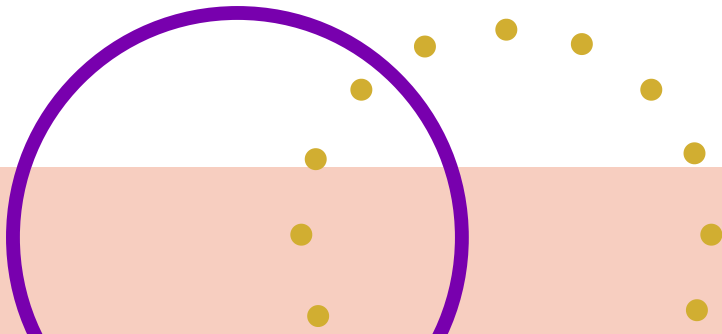
- Miya works for medium sized pharmaceutical company that has scaled from 25 employees to over 350 in less than 2 years. As the Director of HR she supervises a small team of 2 professionals who manage all HR functions including talent acquisition, payroll, benefits, learning and developing and more. The turnover rate has blossomed from 9% to 32% over the past year and there were some glaring DEI concerns in the most recent engagement survey. Over the next few weeks Miya shadows a number of mid-level and frontline workers from each business unit. She was also able to do a 1 on 1 meeting with most of the people she shadowed.
- After bringing her feedback to her Director-level colleagues, internal HR team and her direct supervisor who is the VP of Operations she decides to write a business case for an employee engagement program that consists of various retention and performance bonuses, a required DEI training program, along with the creation of various affinity groups within the company.



LET'S RECAP

We discussed the following

1. Leadership is not about your job title
2. Your ability to leverage your strengths and influence others will impact your ability to lead
3. The servant leadership model is the most sustainable and effective model of leadership
4. Leadership skills are instrumental for career advancement

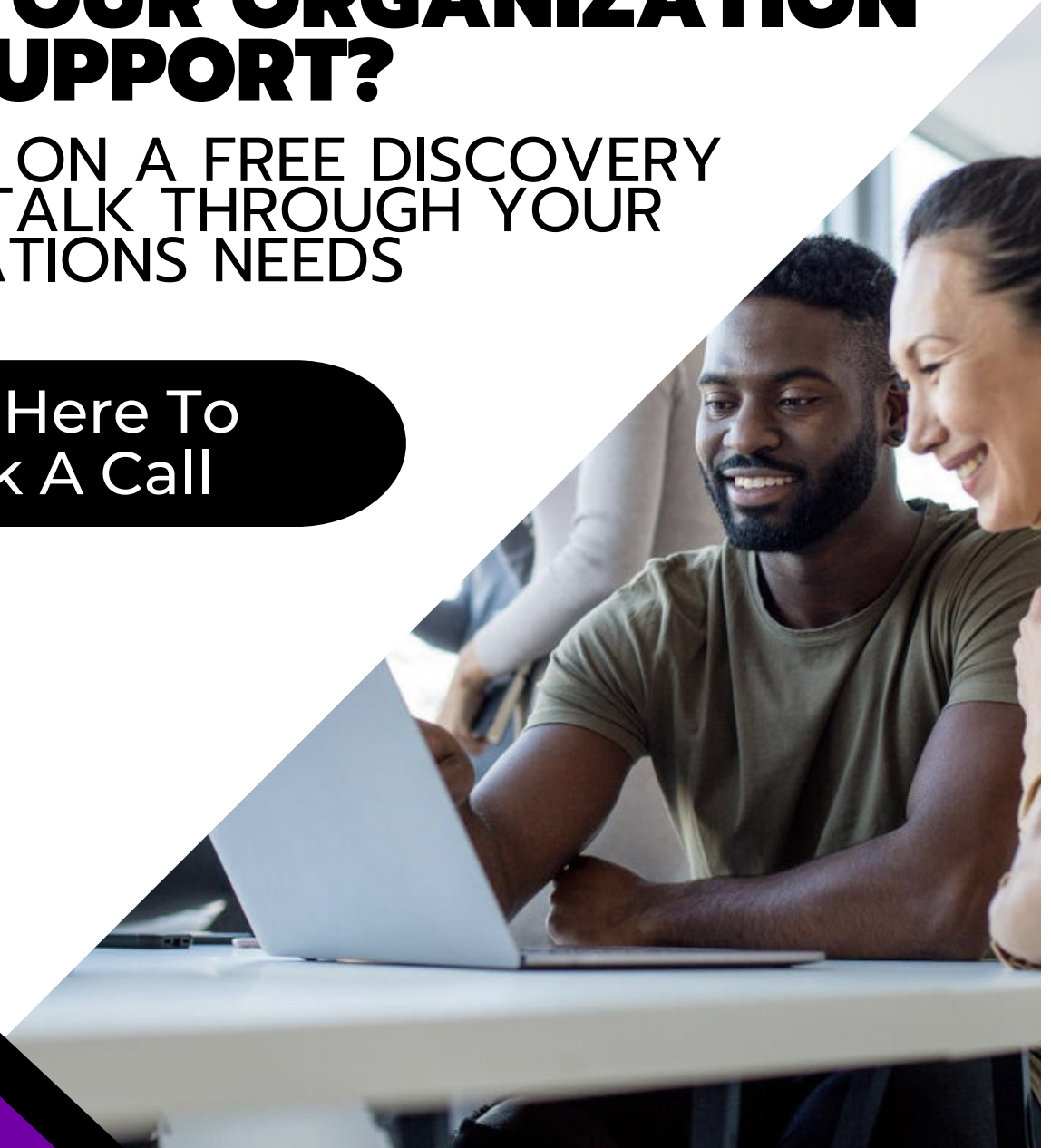


What's Next?

DOES YOUR ORGANIZATION NEED SUPPORT?

LET'S HOP ON A FREE DISCOVERY
CALL TO TALK THROUGH YOUR
ORGANIZATIONS NEEDS

Click Here To
Book A Call



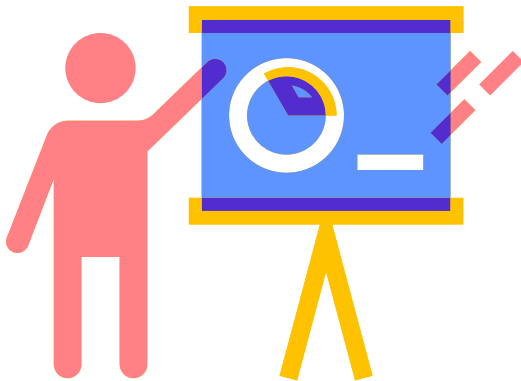
What We Do



Coaching



Speaking & Facilitation



**Curriculum,
Programs &
Content**



Partner

