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HOW TO BECOME A LEADER OF INFLUENCE

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CEO | *Adam White Speaks*

Adam H. White III CEO | Adam White Speaks

Author of “7 Tests of Great Leadership” and “7 Keys to Overcoming Fear”, Adam White is a renowned speaker and authority on the psychology of leadership, organizational development, transformation and high performance. What started as a desire to help people transform the quality of their lives has grown into a lifelong passion as he is called upon by leaders of organizations, entrepreneurs, teachers, parents, and individuals. Adam has spent years studying the DNA of Leadership and the psychology of what makes people and organizations succeed or fail. Adam has demonstrated leadership through entrepreneurship, owning a Subway Franchise, multiple investment properties and several business start-ups. Adam shares his message, tools, and strategies that are designed to improve leadership development and employee engagement that ultimately increases bottom-line profitability. When Adam comes to speak to your organization get ready for change and transformation.

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WHAT LEADERSHIP IS NOT...

**LEADERSHIP IS NOT A
"TITLE"**

**LEADERSHIP IS NOT A
"POSITION"**

**LEADERSHIP IS NOT
"AUTHORITY"**

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WHAT LEADERSHIP IS...

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LEADERSHIP = INFLUENCE





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“If your actions inspire others to dream more, learn more, do more, or to become more than you are a leader.”

~John Quincy Adams

**LEADERSHIP IS
INFLUENCING OR
“INSPIRING” THE LIFE
OF ANOTHER**

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EMOTIONAL INTELLIGENCE

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**The Most Effective Leaders that LEAD some of
the most successful companies in the world have
ONE crucial thing in common:**

**A HIGH DEGREE OF
EMOTIONAL
INTELLIGENCE**

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EMOTIONAL INTELLIGENCE

STATISTICS

In studies conducted for the
Harvard Business Review,
EMOTIONAL INTELLIGENCE
as an ingredient of performance was **twice**
as important as technical skills and IQ.

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EMOTIONAL INTELLIGENCE STATISTICS

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When comparing star performers with average ones in senior leadership positions, nearly **90%** of the difference in their profiles was attributable **EMOTIONAL INTELLIGENCE** factors rather than cognitive abilities.

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EMOTIONAL INTELLIGENCE

STATISTICS

A study was done on a global food and beverage company and found that when senior managers had a critical mass of **EMOTIONAL INTELLIGENCE** their divisions outperformed yearly earnings goals by **20%**

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EMOTIONAL INTELLIGENCE STATISTICS

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**There is a direct link between a
company's success and the emotional
intelligence of its leaders.**

**EMOTIONAL INTELLIGENCE
IS A SET OF SKILLS THAT CAN BE
LEARNED AND DEVELOPED!**

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BRAIN DEVELOPMENT

Many training programs that intend to build leadership skills including **emotional intelligence** are not effective because they focus on the wrong part of the brain for learning and developing **EI** Skills.

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EMOTIONAL INTELLIGENCE

BRAIN – LIMBIC SYSTEM

LIMBIC SYSTEM –

Emotional Intelligence is largely born in the neurotransmitters of the brain's **limbic system**, which governs: **feelings, impulses, and drives.**

Research indicates that the limbic system learns best through **motivation, extended practice, and feedback.**

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BRAIN – NEOCORTEX

NEOCORTEX–

The **neocortex** part of the brain governs **analytical** and **technical** ability.

This part of the brain grasps and learns by **concepts** and **logic**.

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EMOTIONAL INTELLIGENCE

EI TRAINING AND DEVELOPMENT

EI TRAINING AND DEVELOPMENT

Training programs for leaders and EI should refocus the training to include the **limbic system** of the brain instead of a **neocortical** approach.

They must help people **break old behavior habits** and establish **new ones**. This approach takes more time and can involve a Leadership Coach, but will be far more **effective** in developing EI Skills over the **long term**.

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1. **Self-awareness** – knowing one’s strengths, weaknesses, drives, values, and impact (influence)
2. **Self-regulation** – controlling or redirecting disruptive impulses and moods.
3. **Motivation** – relishing achievement for its own sake.
4. **Empathy** - understanding other people’s emotional makeup
5. **Social Skill** – building rapport with others to move them in desired directions.

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HUMAN BEHAVIOR| 6 HUMAN NEEDS

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THE 6 HUMAN NEEDS

1. **CERTAINTY** – assurance that you can avoid pain and gain pleasure. Security
2. **UNCERTAINTY/VARIETY** – the need for the unknown, change, and new stimuli.
3. **SIGNIFICANCE** – the need to feel unique, important, special, needed or valuable.
4. **CONNECTION /LOVE-** a strong feeling of closeness or union with someone or something.
5. **GROWTH** – an expansion of capacity, capability. Continuous improvement. Anything that is not growing is dying.
6. **CONTRIBUTION** – a sense of service and focus on helping, giving to and supporting others. The need to be apart of something greater than oneself.

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HUMAN BEHAVIOR | 2 PRIMARY FEARS

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2 PRIMARY FEARS IN ALL HUMAN BEINGS

- 1) THE FEAR OF NOT BEING ENOUGH. (good enough)
- 2) FEAR WE WON'T BE LOVED. (acceptance)

All fears are rooted in these (2) Primary Fears.

KEY #1 LEADER OF INFLUENCE

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YOU MUST MASTER THE LEADERSHIP OF ME



KEY #1:
MASTER THE LEADERSHIP OF ME

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Leadership starts inside...

Self-Discipline – Your Daily Habits are a Reflection of Your Discipline. Thought life Management.

Overcoming Your Own Fears – Fear is A Mental Construct, But I am Real.

Managing Internal Conflicts – Staying true to your values & beliefs.

Intentional Growth & Personal Development – Intentional and Focused on Continuous Growth and Improvement inside.

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KEY #1:
MASTER THE LEADERSHIP OF ME

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If a Leader doesn't master internal character problems...Then those internal character problems...

**“BLOCK THE BRILLIANCE OF A
GREAT LEADER”**

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KEY #1:
MASTER THE LEADERSHIP OF ME

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**3 STEPS TO BUILDING THE
INFLUENTIAL LEADER WITHIN:**

- 1) Let go of the influence of the **Past** (blaze a new trail)
(if you always do what you have always done – Innovate)
- 2) Change the Influence of the **Present** (circle of 5)
- 3) Build Your Influence for the **Future**
(hire a coach/accountable)

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KEY #1:
MASTER THE LEADERSHIP OF ME

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What **internal problems** or **conflicts** do
you need to solve?

What **weaknesses** do you need to
convert into strengths?

What **skills** do you need to develop?
(Think & Write It Down)

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PEOPLE DO WHAT PEOPLE SEE!

We Attract what we **are not what we **want**.**

Those that follow us can sometimes be a **reflection of the type of Leader we are..**

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KEY #1:
MASTER THE LEADERSHIP OF ME

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**TOO MANY LEADERS ARE LIKE
TRAVEL-AGENT LEADERS...**

**ARE YOU A
TRAVEL-AGENT LEADER?**

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KEY #2 LEADER OF INFLUENCE

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**YOU MUST LEAD BY
PERMISSION AND
NOT BECAUSE OF
POSITION**

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KEY #2 LEAD BY PERMISSION

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**Leadership is not a Position... It's a "LIFESTYLE."
The position doesn't make you a Great Leader, but you
have to bring Great Leadership to the position.**

2 Types of Leadership (Position or Permission Based):

Level 1 Leadership =Position (keyword is "rights")

Level 2 Leadership=Permission (keyword is "relationships")

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LEVEL 1 Leadership – Position Level:

People follow you because they **“have”** to.

Results:

Least amount of effort

Least amount of energy, time, mind, abilities & talent.

High turnover & low retention rates and low moral

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LEVEL 2 Leadership – Permission Level:

People follow you because they “**want**” to. (relationship)

Leader has developed “likability factor”

Results:

Best effort

Maximum energy, time, mind, abilities & talent.

Engaged & motivated. Improved retention rates.

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“Great **Leadership** is the **cornerstone** of
an **engaged** culture.”

“the **employee’s direct manager** has to be
central to the **relationship** with an
employee.”

-Rethinking HR for a Changing World

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A recent study by the Corporate executive Board found that employees who are **most committed** to their organizations **expend 57 percent more effort** and are **87 percent** less likely to **resign** than those who are **disengaged**.

“When it comes to **retaining** employees, **employee engagement is crucial**. It’s probably **two-thirds** of the equation.”

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KEY #2 LEAD BY PERMISSION

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**RELATIONSHIPS
ARE THE FOUNDATION OF
LEADERSHIP.**

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KEY #3 LEADER OF INFLUENCE

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**YOU MUST BECOME A
SELF-LESS VS.
SELFISH LEADER**

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KEY #3 SELF-LESS VS. SELFISH

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Characteristics of a **SELFISH LEADER**:

- I am not interested in mentoring others. (its all about me)
- Leads with “fear.” Afraid to show others what they know (its called job security)
- Wants to be recognized and acknowledged. (takes the credit)

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KEY #3 SELF-LESS VS. SELFISH

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Characteristics of a **SELF-LESS** LEADER:

- Develops the next leaders & mentors others. (its about we)
- Reproduces themselves and their skills in others.
- Doesn't care who gets the credit. Honors those that follow them.

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KEY #3 SELF-LESS VS. SELFISH

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Successful people discover what **“they”** are good at.
Successful LEADERS discover what **“others”** are good at.

Successful people position **“themselves”** well.
Successful LEADERS position **“other people”** well.

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KEY #3 SELF-LESS VS. SELFISH

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Selfish Leaders seek **answers** from their **followers**.

*Self-less Leaders ask **questions** of **themselves**.*

- How can I serve my people better?
- How can I develop them more?
- How can I teach them to lead?

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KEY #3 SELF-LESS VS. SELFISH

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3 Key Characteristics of a Self-less Leader:

- They Listen Well
- They Observe
- They Learn

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KEY #4 LEADER OF INFLUENCE

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YOU MUST BECOME A LEADER THAT LEADS LEADERS

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KEY #4 LEAD LEADERS

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If want to **“ADD”** to an organization
then Lead followers, but when you
want to **“MULTIPLY”** to an
organization then Lead LEADERS.

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KEY #4 LEAD LEADERS

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5 Steps to Creating Great Leaders:

- 1) You do it.
- 2) You do it and bring me with you.
- 3) Now I do it and You are with me.
- 4) Now I do it.
- 5) I train others to do it.

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KEY #4 LEAD LEADERS

Sense of Ownership

Employees who have a sense of ownership are more **motivated** than those who feel that they just work here. Individual employees and teams thrive when they have a **sense of ownership**. The more **empowered** and engaged people are, the more committed they are to the company and try to do their best.

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THE 3 MOST IMPORTANT QUESTIONS

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DID I LIVE?

DID I LOVE?

DID I MATTER?

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