The MASTER EXECUTIVE Blueprint

David Woods          Brent Douglas

Who Are These Guys?

Our Goal
Growing Organizations and Building Leaders Worth Following

Our Reach
500,000 Leaders Served Worldwide Annually
Offices: Atlanta, Oklahoma City and London
500,000 Leaders Served
Our largest clients include:

Our largest clients include:

Local clients include:

The World’s Largest Single-Day Leadership Event

150,000 Leaders
750 Locations
20 Countries

Join GIANT and 150 Local Leaders at Leadercast OKC

Let’s Have a DISCUSSION

Questions or Feedback?
www.joinspacker.com/giant
Understanding Your JOB As a Leader
The Lift Effect

Leadership Skills

GROWTH TRAJECTORY

Our Goal:
HIGH FIVES

Questions or Feedback?
www.joehassett.com/giant
High Five Etiquette Video can be found at:
https://www.youtube.com/watch?v=mMRY2N6s2I

The Cost of Bad Leadership

“Three out of every four employees report that their boss is the worst and most stressful part of their job.”

November 2012
Leadership’s Challenge

“65% of employees say they’d take a new boss over a pay raise.”

November 2012

Leadership’s Challenge

“50% of employees who don’t feel valued by their boss plan to look for another job in the next year.”

November 2012

Leadership’s Challenge

“One recent report estimates that bad bosses cost the economy $360,000,000,000 every year in lost productivity.”

November 2012

Blind Spots
From REAL Leaders:

"What I need is a list of specific unknown problems we will encounter."

“This project is so important, we can’t let things that are more important interfere with it."

"Teamwork is people doing what ‘I’ say."

"We know that communication is a problem, but the company is not going to discuss it with the employees."

"If I wanted it tomorrow, I would have waited until tomorrow to ask for it!"
The Master Carpenter

**LEVEL**

- APPRENTICE: Develop Basic Skills
- JOURNEYMAN: Gain Experience & Tools
- MASTER: Bigger & More Complex

The Master Executive

- Can execute and get things done.
- Leads in a way that reduces stress.
- Has great capacity.
- Communicates in a way that energizes & inspires.
- Creates cultures that foster growth & innovation.
- Develops effective strategies for growth.
- Is a leader others want to follow.

Four Disciplines

- CULTURE: Building an environment that supports growth.
- FOCUS: Working on the issues that matter.
- GROW: Executing on the strategies that make us better.
- ENERGIZE: Communicating in a way that energizes.

Good to Great

- Good to Great book cover

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Master Executive TRIGGERS

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Start with WHY

THE MASTER EXECUTIVE BLUEPRINT

Bottom Lines

THE BOTTOM LINE?

"Magic Circle" concept courtesy of Simon Sinek

TRADITIONAL

WHAT

HOW

WHY

REMARKABLE

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Trigger #1

Understanding the Importance of Why

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"Magic Circle" concept courtesy of Simon Sinek
Tips for LEADERS

What are they Thinking?

Elephants vs Riders

Understand Motivation
Questions or Feedback?
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Learning the Power of “NO”

Knowing When to Say NO

WALLOWING

No
Maybe
Yes

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The Power of FOCUS

Tips for LEADERS
Create a Framework

Know Your Blue Ocean

Famous Blue Oceans

If you ceased to exist....
Tribal Stories

A Conference Call in Real Life Video can be found at:

https://www.youtube.com/watch?v=DYu_bGbZiiQ
Trigger #3
You Serve Them
(not the other way around)

Leading is Serving
Tips for LEADERS

You Serve in Three Ways

• Providing FOCUS
• ENERGIZING People
• GROWING Others

Your Kid & the Dentist
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Understanding
Trust is not a Luxury

The Influence Model

Trust

Based on our Perception of:

1. Competence
2. Character
3. Consistency

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COMPETENCE

CHARACTER

+ CONSISTENCY

= TRUST

TRANSACTION

ZONE

INFLUENCE

ZONE
Common Trust Killers

Back Channel Communication

Common Trust Killers

Failure to Confront Reality

QUESTIONS

Understanding Culture must be Intentional

Trigger #5
The 2 Dimensions of Culture

1. Challenge
   – How much do we focus on results and hold the organization accountable?

2. Support
   – How much do we focus on growing & motivating people?

Support vs Challenge

- **Liberator**
  - Culture of Empowerment and Opportunity
  - High Support
  - High Challenge

- **Protector**
  - Culture of Entitlement and Risk Aversion
  - Low Challenge
  - Low Support

- **Abdicator**
  - Culture of Apathy and Low Expectations
  - Low Challenge
  - High Support

- **Dominator**
  - Culture of Manipulation and Fear
  - High Challenge
  - Low Support

Culture Should be Intentional
QUESTIONS

QUESTIONS

THANK YOU

THANK YOU

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