

I LEAD

**The Rock
Seminar on Leadership**

I LEAD – a mnemonic

- **Inspire**
- **Lighten**
- **Evaluate**
- **Affirm**
- **Decide**

Inspire

- 5% Inspiration – 95% Perspiration
- Vision
- Mission
- Consistency of purpose
- Messaging

Lighten

- Reduce the burden
- See the individual
- Match capability with capacity
- Put in a team

Lighten (continued)

- "Management" means, in the last analysis, the substitution of **thought** for brawn and muscle, of **knowledge** for folklore and superstition, and of **cooperation** for force. . .

Peter Drucker

Evaluate

- Self
- Team
- Results
- Competitors
- Environment (economic)

Affirm

- Build confidence
- Credit where credit is due
- Don't undermine
- Build accountability through affirmation

Decide

- Know when
- No prevarication
- Importance of facts
- Moral compass
- Alignment and consistency
- Listen and lead
- Consensus or unanimous

I LEAD – a roadmap?

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- **Lighten**
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6 Reasons why leaders fail

1. Being isolated
2. Know-it-all leadership
3. Flawed loyalty
4. Too fast, too slow
5. Expectations, perceptions, reality
6. Inertia and immovable objects

Why choose leadership?

- “The purpose of an organization is to enable ordinary human beings to do extraordinary things”

Peter Drucker; Management. Pan Books, 1979

- “The Russians apparently tried a leaderless orchestra shortly after the revolution, but soon gave it up”

Henry Mintzberg ; The Effective Organization: Forces and Forms. Sloan Management Review, Winter 1991

THANK YOU

Question Time