

7 Ways to Become a Recognized Thought Leader and Linchpin



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Today, we're talking about...

- How to expand your toolbox to deliver new value to your teams.
- Model desired behaviours and techniques in your target position
- Build your professional brand through social platforms and proactive networking

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Management vs Leadership

Management:

- "Getting the right things done on time"
– [Dusty Rhoades](#)
- HR and/or financial responsibility
- "Boss" usually means bad manager

Leadership:

- Set the vision and goals
- Communicate constraints
- Decide how to achieve goals
- Align teams to goal and help clear obstacles



Source: <http://blog.startwithwhy.com/hibcus201507/management-vs-leadership.html>

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Leaders vs Managers



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Why Should I Care About Being a Leader?

- More opportunities and career control
- Never-ending growth challenges
- Increased compensation



Drive: The Surprising Truth About What Motivates Us by Daniel H. Pink
http://www.ted.com/talks/dan_pink_on_motivation

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What is a Linchpin?

"The linchpin insists on making a difference, on leading, on connecting with others and doing something I call art. The linchpin is the indispensable one, the one the company can't live without. This is about humanity, not about compliance."

- Seth Godin



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Communicate to the decision-making level

Source: Karen Patock, <https://www.karenpatock.com/biz-plan-made-simple/strategy-pyramid-business-diagram/>
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What is Servant Leadership?

- Instead of Managing, you are Facilitating.
- What does our team need to be successful?
- What obstacles need to be cleared?

Wrong: "I'm ultimately responsible for delivering the project."

Right: "I'm responsible for supporting for the team who will achieve our goal."

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Principles of Servant Leadership

- **Empathy:** Understand and share the feelings of team members and customers. Assume the good with instill loyalty and trust.
- **Awareness:** Care about employees. Be aware how decisions affect others.
- **Culture:** Build a community where employees and customers thrive.
- **Engage:** Collaboration over contract negotiation.
- **Conceptualization:** Focus on the big picture and outcome.
- **Growth:** Care passionately about the personal and professional growth of team members.


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Foundation of Servant Leadership

Empower the Team

- Collaboration
- Accountability
- Trust team decisions



Listen to Understand

- What is the issue?
- What are the options?
- What is your recommendation?

Support the Team

- Clear obstacles
- Secure resources
- Protect from interference

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7 Ways to Become a Recognized Thought Leader and Linchpin

1. Understand your value proposition
2. Lead (not manage)
3. Make connections/network
4. Read, relate, quote
5. Publish or Present
6. Volunteer
7. Build your professional toolbox

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What are your goals/objectives for this session?



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YOUR UNIQUE VALUE PROPOSITION



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How do people see YOU?



Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

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Develop your Unique Value Proposition:

A clear statement that describes who you are, what you do, and what makes you different than everybody else.

I am a _____ (your role)
who helps _____ (target audience)
deliver _____ (results)
so they can _____ (benefit).

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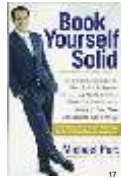
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Why do we buy?

VALUE!

“The amount people will invest with you is directly proportionate to the amount they TRUST you”

- Michael Port



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Uniqueness is your art: Wabi Sabi



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Activity: But is it unique? Let's go deeper!

- What are three things you do uncommonly well that an average person doesn't?
- Share with your table.
- Share with our group.
- Why is this more valuable than basic skills?

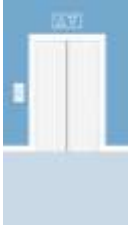


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Activity: Elevator Pitch



- Create an elevator pitch you would use if meeting people at a networking event for the first time.
- Share your pitch with your table. What did people like? What could be better?
- Share your pitch with the group.
- Discussion: How might you develop focused pitches for different occasions and groups?
- What makes a good pitch?

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LEAD (don't manage)



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Discussion: Everyday leaders

- What are opportunities to demonstrate leadership every day?
- Who are the “blockers” in your teams? How do they approach problems?
- What are ways you change a “blocker” approach to being a “problem solvers”?



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Activity: "Yes, and"



- Listening is crucial because you need to be present and in the moment.
- Start a conversation with a partner.
- You must hear what your partner says, then start with your response with "Yes, and ...".

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Discussion: Decision Making

- How are decisions made at your organization?
- What works and what doesn't work?



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Exercise: Delegation Poker

- Divide into teams of 4-6 people.
- After hearing the scenario, share your delegation approach.
- Discuss the high and low values. Vote again.
- As a team, settle on a recommended approach.



Source: Management 3.0 Delegation Poker: <https://management30.com/product/delegation-poker/>

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MAKE CONNECTIONS/NETWORK



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Discussion: To be Valued, you need an Audience

- Who has ever made a valuable connection with someone new? Where? How?
- Have you ever met someone you could help or inform?
- Has anyone ever had a job lead from past connections?



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Model going from your current self to ideal self

**Current
Self**



**Ideal
Self**

“Everyone fails at who they’re supposed to be, Thor. The measure of a person, of a hero, is how well they succeed at being who they are.”

- Frigga, Avengers: Endgame

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Model behaviors & techniques

- If you aspire to be a leader, look and act like the level of leadership. "Be the change you seek." ~ Ghandi
- If you expect people to speak respectfully to each other, speak respectfully to them.
- Model what other successful people have done: What key actions did they take? How did they handle themselves?

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Reverse-engineering success through modelling

- **External behavior** – habits, responses, words, skills, competence.
- **Internal states and processes** – values, beliefs, emotions etc.
- **Environment** – social circles, trends, support etc.

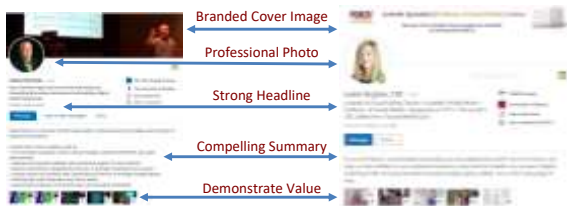
- Not just conscious, but subconscious shift.
- Remember, you will employ your own unique "take" on their success.

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LinkedIn: Making connections for you



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How to make the RIGHT connections for your career.

- Your network is your net worth.
- Set goals and research your dream connections



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The art of the LinkedIn connection request

Always send a personalized note to remind them how you met:

“Hi (name), It was great meeting you at (event). Looking forward to staying in touch here on LinkedIn.”

Offer to connect them with someone in your network, or mutually introduce them to someone you know would be a great connection.

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If you've never met them before:

“Hi Sally, I see we both have Deidre Marinelli in common. I used to work with Deidre back when I worked at St. Joseph Publications. I'd love to connect with you here and get to know your business better.”

Or, ask your mutual connection for an introduction.

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Building your connections (in person)

- Ask someone to introduce you to someone you want to meet.
- Set a goal of connecting with a certain number of people per event.
- Know that everyone feels just as awkward as you do.
- Ask questions about them: What do they like to do in their spare time?
- Follow up with a LinkedIn connection request.

PRO TIP: Arrive to a networking event early. This way it's easier to meet people before they are all paired up.

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Activity: Scavenger Hunt



Find a person who has that experience or could help you solve that problem.

- 3 points if you connect with them on LinkedIn.
- 2 points if you get their name and email or phone
- 1 point if you get their name

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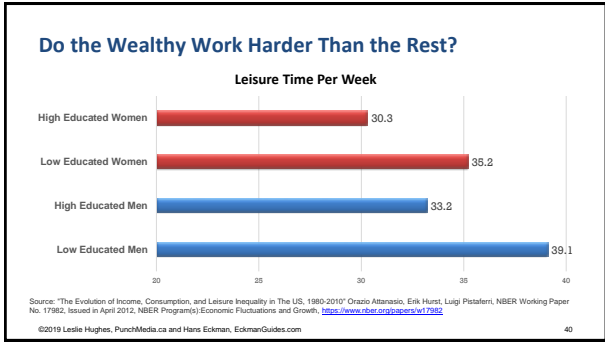
READ/RELATE/QUOTE



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Strengthen your professional brand using Social Media

- Accenture’s [State of B2B Procurement Study](#) finds that 94% of B2B buyers conduct some degree of research online before making a business purchase, with 55% conducting online research for at least half of their purchases.
- Of all executive recruiters, [90%](#) say they conduct online research of potential candidates.

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Build thought leadership using Social Media

- Share relevant, quality content/articles on LinkedIn (status updates)*
- Offer to create content for your company blog.
- Publish your own blogs or vlogs.
- Ensure your digital footprint is optimized.
- PRO TIP:
 - Use [Canva.com](#) for images
 - Check out [Grapevine6](#) for curated content
 - Purchase stock images or cite source ([123RF](#))

*Make sure you comply with Social Media policies.

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Activity: Practice storytelling



- In your groups, someone suggest a topic.
- At least two people need to share a short story or article reference related to the topic.
- Group discussion: How can we tie this into everyday conversations and building your brand?

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PUBLISH and PRESENT



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Discussion: Conveying your message to groups



- Why does it matter if you can present to groups?
- When are you comfortable?
- When are you uncomfortable?

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The Power of Introverts: Susan Cain

"There's zero correlation between being the best talker and having the best ideas."

"Don't think of introversion as something that needs to be cured."

- Susan Cain, [Quiet: The Power of Introverts in a World That Can't Stop Talking](#)



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Keys to good storytelling

- Be concise.
- Create an emotional connection.
- Find the "What's in it for me" to the audience.



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Activity: Spy VS Spy



- One person share a challenge they recently faced.
- 2-3 people share a story related to the challenge.
- Vote on which story had the greatest impact and value.
- Discuss why you connected with that story.

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Finding your unique perspective

- Preaching to the choir: To have value, your story must share something we don't already know.
- Good and Bad examples from Leslie and Hans.
- Give us a situation.



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Activity: 2-minute stories



- Consider one of your super powers.
- Create a short story the illustrates your Unique Value Proposition.
- Share with your group.

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Volunteer



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Volunteer and take calculated risks

- Solve problems that don't have a champion
- Help teammates with important or urgent activities
- Make your work into a template, example, or reusable asset.
- Work with non-profit groups
- Your best success stories often come from volunteering



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Activity: Solving the unsolved

- Identify 3 gaps or opportunities in organizations that don't have sponsors.
- Groups select one opportunity to work on.
- Brainstorm ways you could solve this problem in 8 weeks with no funding.
- Share your solution with everyone.
- Vote on the solution you'd be willing to work on.

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BUILD YOUR PROFESSIONAL TOOLBOX



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What's in your professional toolbox?

- More ways you learn to solve problems = the more valuable and indispensable you become.



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Activity: Strength builder roadmap

- On each sticky note, write a tool, strength, or skill that you want to improve.
- Add a note on where you could get development support.
- Add to "Quick Win", "Short Term" or "Long Term" timeline.

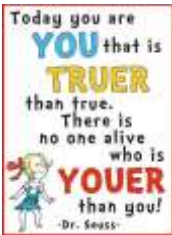


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Feel confident about your accomplishments



Source: Dr. Seuss, Happy Birthday to You!
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No one else knows what
YOU know from
YOUR perspective.
