

# Steps toward Culture Change



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# Pattern Recognition





# What is the Activity Paradigm?



BECOME  
THE  
STRONGEST  
**VERSION**  
OF  
YOURSELF



When was the last time you  
did something the first time?



**THERE IS NOTHING  
NOBLE IN BEING  
SUPERIOR TO YOUR  
FELLOW MAN;**

**TRUE NOBILITY IS  
BEING SUPERIOR  
TO YOUR  
FORMER SELF.**





# Leadership

**If your actions inspire  
others to dream more,  
learn more, do more  
and become more,  
you are a leader.**



*John Quincy Adams*  
[www.geckoandfly.com](http://www.geckoandfly.com)





# Visionary Leadership

**Visionary Leadership** increases efficiency by moving decision-making responsibility to the frontline.

Empowerment

Identify future issues facing organization





# Standard Leadership

**Standard leadership** assumes employees to be robots and do as they are told.



This is based on man's natural instinct that only leadership is capable of making quality decisions.

This is known as command-and-control leadership.





Low efficiency is caused by the disconnect between management and the frontline.

Management is busy dealing with problems that affect them while ignoring problems that affect the frontline.

Front line problems are only dealt with when they explode into a major problem.



- The manager imitates; The leader originates.

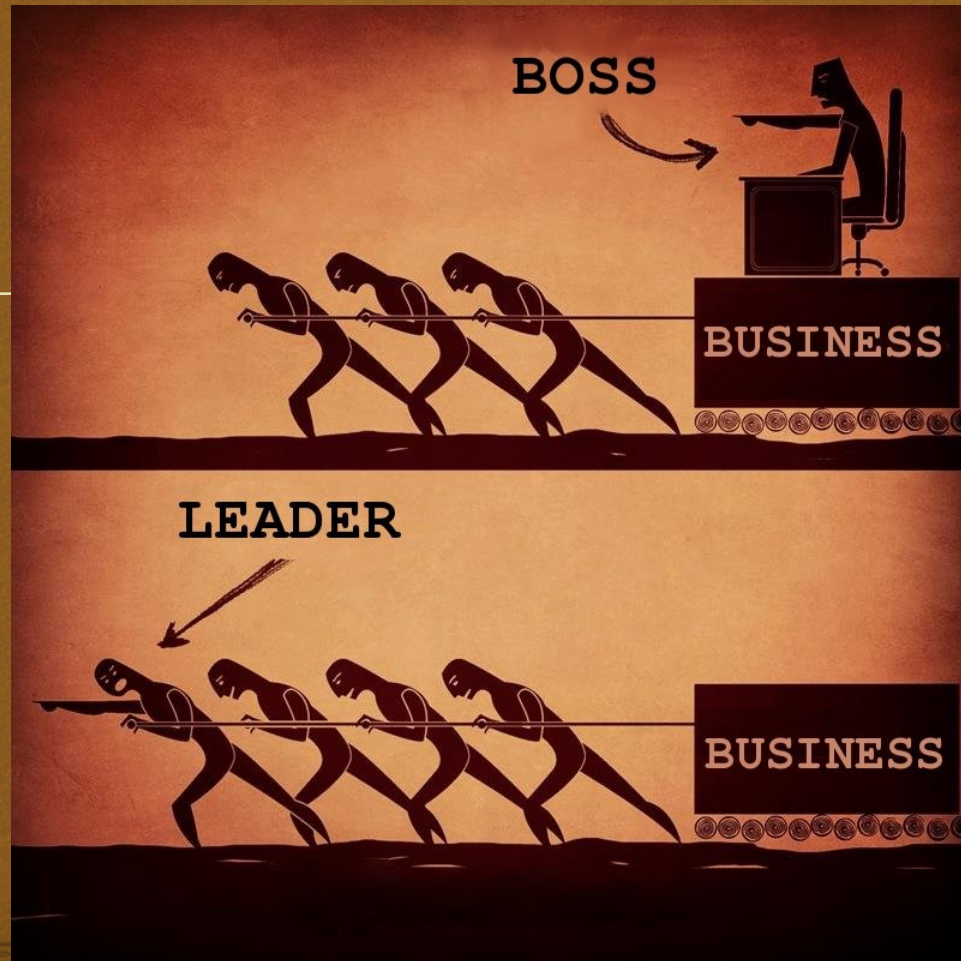
- The manager accepts the status quo;  
The leader challenges it.



- The manager is the classic good soldier;  
The leader is his or her own person.



# Performance vs Administration





Treat your performers as your  
most valuable resource &



they will respond by becoming  
your most valuable resource



# How to Ensure you WON'T Succeed!



7 things that will DESTROY your success trajectory:



# Social Media



How much time during the day, week, month are you waiting on stuff that does not matter (social media).

Is this keeping you from doing activities that are more productive?



# Hard Worker



There is a difference between busy and hard working

Are you working 10-12 hour days but could get things done  
in 8-9 hour days?



# Give Up?



Do you give up easily?

When the tough gets going, do you do something else?

Preserving is tough



# Visualize

You don't visualize the future goal.

You work for just now, the short term goal.



You need foresight and vision.

Keep you eye down the road.



# Risk Taker



Can you take calculated risks?

Weight options (good and bad) and choose the best option possible.

Nothing great was ever achieved because it was easy



# Opportunities



Can you recognize opportunities when they are presented to you?

You have to look, survey the scene.

Seize opportunities as they may be fleeting.



# People



Do you surround yourself with people who prevent you from moving forward and excelling?

Take an inventory



# What Roles do Creative Staff Play?

It takes a special person to work in a creative environment.

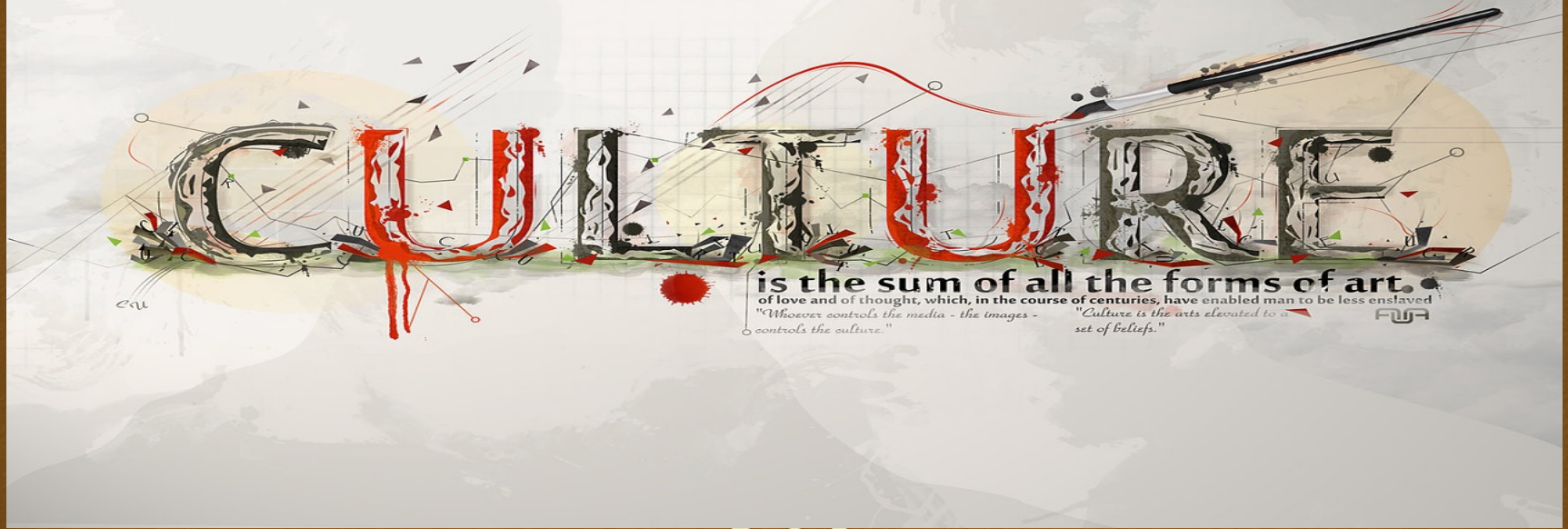
They have to be artists.



An artist creates something from nothing.







This goes beyond just listing things to do on a calendar.

They take the lead for creating a community's culture through impactful programming opportunities.



# You have to act as;



Counselors  
Spiritual Guides  
Teachers  
Mentors  
Fitness gurus  
Pop culture &  
current event experts.



# What is Creativity?

Creativity is the articulation of developing programs which enlighten, challenge, enhance and educate people's lives.

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The ability to fulfill all of these needs comes from an ability to envision.

Creative individuals' dreams and ideas are developed through their imagination as well as an inner drive of producing optimum results.



# What are the qualities of Creative People?



**Be open-minded** - Look at everything from different perspectives and not being married to one idea.

**Team Building**- Facilitating quality programs requires the development and implementation of an interdisciplinary philosophy.

**Positive Outlook**- “No” or “can’t do something” is not in the vocabulary.



**Stewardmanship-** Able to provide  
“Cadillac” programs on a budget.

**Question Everything-** These are the people  
who are never satisfied with an outcome, no  
matter how good or bad it was. They are  
always looking to improve the next time.




**Goal Orientated-** The ability to make  
concepts and dreams reality through strategic  
planning.



# Ways to Spark Creativity

**Brainstorm.** No idea is a bad idea.

**Change your approach.** Do something different. Take a break. Working on another problem may just bring you back.

**Draw a mind map.**  Mind maps are a great way to generate new ideas because you start thinking in different directions. There are several online tools and apps for this.

**Write.** This can be a “brain dump”. Don’t worry about spelling or grammar. Just get your internal thoughts down.





*In every crisis  
lies the seed  
of opportunity*





# Shreddies



Made with 100% Whole Grain Wheat  
Faites de blé entier 100 %



**620 g**

Cereal / Céréales  
SERVING SUGGESTION / PRÉSENTATION SUGGÈRÉE









# Think We Can't Make Shreddies Cereal Any Better?

We just did. Recent advances in cereal technology have allowed us to take Shreddies cereal to a whole new level of geometric superiority. One taste and you'll wonder how you've been so square for so long. Welcome to Diamond Shreddies country.



**NEW**  
**Diamond**  
**Shreddies**  
(cereal)

[www.diamondshreddies.com](http://www.diamondshreddies.com)



**OLD**  
**(Boring)**

**NEW**  
**Diamond**  
**Shreddies**



**NEW**  
**(Exciting!)**



NEW  
**Diamond  
Shreddies**  
Cereal



PATTISON





**SQUARE OR DIAMOND?**

Vote for your favourite at [DiamondShreddies.com](http://DiamondShreddies.com)

**Plus**

# Diamond Shreddies

## Combo Pack



Made with 100% Whole Grain Wheat

620 g





The campaign very quickly generated very real results, as consumers joined in on the fun. Within its first two months the website attracted over 95,000 unique visitors, including 28,000 who cast their vote for “*Diamonds*” or “*Squares*”.

Some people were still uncertain whether the new format was for real, or simply a joke; the debate quickly went viral and spread. Online interest generated over 55 Facebook groups, 28 YouTube postings and innumerable messages.

The campaign continues to win accolades and awards

The Shreddies brand has been revived in consumers' minds... and its market share, which leapt upward by 18 points in the first month of the campaign, has continued to perform well above expectations.



# Why did it succeed?

- Invited everyone to take part.

- Relentlessly Happy

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- Relentlessly Joyful

- Out of The Box Thinking

- Everyone participated in creativity

- Everyone bought in



How to Move



from  
ordinary  
to

extraordinary

*rachefwojo.com*



Ordinary - with no  
special or distinctive  
features; normal






Maya Angelou

“If you are always trying to be normal you will  
never know how amazing you can be.”



**Extraordinary** -  
very unusual or  
  
remarkable:

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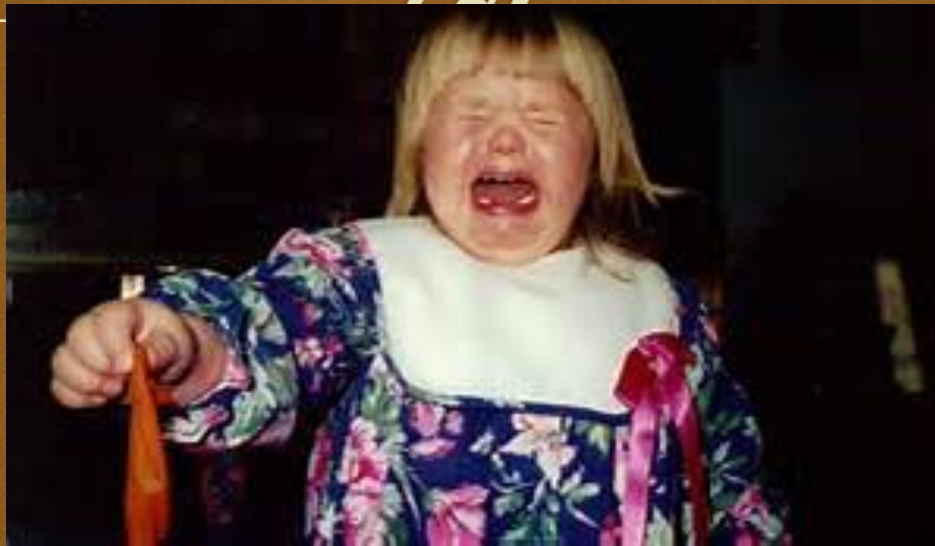


What gets in your way of doing your  
ordinary job?





It's no wonder we have short  
fuses; we have so much to do  
and so little time.





# Work Smarter not Harder





# Eight Core Beliefs of Extraordinary Bosses

1. Business is an ecosystem, not a battlefield.



Ordinary  
Boss





# Extraordinary Leaders

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2. A Company is a community,  
not a machine.

**Ordinary  
Boss**





# Extraordinary Leaders



Leaders inspire their company as a community of hopes and dreams, all connected to a higher purpose.



3. Management is service, not control.

## Ordinary Boss





WE ARE  
GOING TO DO  
SOMETHING  
EXTRAORDINARY

Extraordinary leaders set the general direction and then obtain the resources that their employees need to get the job done..



4. My employees are my peers,  
not my children.

Ordinary  
Boss

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# Extraordinary Leaders

**TREAT  
EMPLOYEES  
LIKE THEY  
MAKE A  
DIFFERENCE  
AND THEY  
WILL.**



Jim Goodnight  
CEO, SAS



## 5. Motivation comes from vision, not fear.

### Ordinary Boss





## Extraordinary Leaders



“It doesn’t make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do.

-Steve Jobs



## 8. Work should be fun; not mere toil.

### Ordinary Boss





## Extraordinary Leaders





T/C-2

ARE YOU  
HAPPY?

YES

NO

CHANGE  
SOMETHING.

DO YOU WANT  
TO BE HAPPY?

YES

NO

KEEP DOING  
WHATEVER  
YOU'RE DOING.

SPONSORED BY HSIA IN ASSOCIATION WITH MEXLEADERS LABS  
AN EPSON COLLABORATION FEATURED EXCLUSIVELY ON TYRISUT



MAKE THE  
DECISION TO BE  
EXTRAORDINARY.

franchise.co.uk



# Successful Leaders of Creative Teams



1. They respect individual differences.
2. They understand the creative process.
3. They have professional knowledge (expertise).
4. They know how to communicate
5. They give credit and recognition.



6. They take calculated risks

7. They provide inspiration in the form of support and encouragement

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8. They bolster self-confidence

9. They are flexible and have flexible organizations



10.They welcome and encourage individuality and diversity.

11.They involve creative people in the planning and decision-making process at the earliest possible moment.

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12.They allow creative people to try their pet projects and ideas without fear of criticism.