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Theme: Rediscover S.M.A.R.T.**

Questions? Leigh@womeninbiznetwork.com



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Lessons in Leadership



**Leigh Mitchell, WIBN President and
Dina Barazza, Owner
db performance solutions**

Welcome & Introduction

- Leigh Mitchell
- Dina Barazza
- Format
- Logistics
- Q&A

Learning Outcomes

- By the end of this webinar, you will be able to:
 - Define Leadership
 - Identify Leadership Characteristics
 - Differentiate between Management vs. Leadership
 - Discuss Women in Leadership
 - Appreciate Lesson Learned
 - Build a Call to Action Plan
 - Action Opportunities

The Meaning of Leadership

- What does Leadership mean to you?
- Feel free to call out your words....



Leadership

- **Definition**

- The action of leading a group of people or an organization. It's about influencing others toward a common goal.
 - For example: A person has influence when he is able to get another person to perform what he requires of him. As a leader, you need the influence to be able to get people to act in line with your objectives

- **Leadership means:**

- Organizing a group of people to achieve a common goal
- About influencing others toward a common goal
- A leader is one who has the authority (formal and informal) to instruct and reward
desired perecoming a leader takes time; it is a *process*, not a destination

Characteristics

(formal and informal) to instruct and

- Integrity
- Honesty
- Courage
- Commitment
- Sincerity
- Passion
- Confidence
- Positivity
- Wisdom
- Determination
- Compassion
- Sensitivity
- Visionary

Quote

Leadership and management are two distinctive and complementary systems of actions... both are necessary for success in an increasingly complex and volatile business environment"

John Kotter

Leadership vs. Management

According to Harvard :

- **Management involves coping with complexity:**
 - Plan and budget
 - Organize and consider resources and tools
 - Order and predictability to situations
 - Control and problem solve
- **Leadership involves coping with change:**
 - Enabler of change
 - Set direction, visions and align people
 - Lead, motivate and inspire teams

Question?

The Debate:

Are Managers leaders? Are Leaders Managers?

Debate: Answer

- Managers need to be leaders. . . their workers need vision and guidance!
- Leaders need to be good Managers of the resources entrusted to them.

Women In Leadership

- During and after the war, women in the workplace became more common
- Perceptions
- Challenge with today's mindset
- War on Talent

Lesson Learned

- Focus on facts vs. emotions
- Build Credibility
- Self Talk and Positive Attitude
- Do less vs. more
- Stay true to my purpose and values
- Communicate a clear vision

Definition

- Vision
 - short, succinct, and inspiring statement of what the organization intends to become and to achieve at some point in the future, often stated in competitive terms
- Why
 - Defines your brands
 - Keeps a focus
 - Measure goals and key milestones

Vision

- Three keys to creating your Vision:
 1. Gather Information for the Vision
 2. Craft the Vision and Develop a Communications Plan
 3. Evaluate Your Vision

Influence – Four Key Components

- **Credibility**

- Skilled persuaders establish their own credibility by acquiring expertise as well as building and cultivating positive, trusting relationships.

- **Common ground**

- Skilled persuaders frame goals on common ground, describing the benefits of the position they're advocating in terms of what they value and what others value.

- **Supporting information**

- Skilled persuaders use **information** to reinforce their position with striking data mixed with compelling stories, examples, and images.

- **Deep understanding of emotion**

- helps them understand and connect with their audience's emotions.

Credibility

- Credibility is the cornerstone of persuasion
 - Are your ideas sound?
 - Are you believable? Trustworthy? Sincere?
- The more trust you earn and expertise you accumulate, the more credible you *and* your ideas become.
- Credibility is the key to gaining others' acceptance and support of your proposal.

Credibility Formula

Credibility = Trust + Expertise

Build Trust

- **Ways to build trust:**
 - Be sincere
 - Build a track record of trustworthiness
 - Encourage the exploration of ideas
 - Put others' best interests first
 - Use candor

Worksheet

- Checklist
 - Credibility
 - Creating a Collaborative Environment

Tips to “add value”

- To build or strengthen your expertise, consider these guidelines:
 - Research your ideas
 - Get firsthand experience
 - Cite trusted sources
 - Prove it
 - Master the terminology
 - Don't hide your credentials
 - Hire independent authorities or SME's
 - Gather endorsements.

Call to Action

- What will be your call to action?

Two areas I'd like to improve in:

1.

2.

Two specific skills I'd like to develop:

1.

2.

Activity

What's your favourite leadership quote?

Famous Leadership Quotes

- **Jack Welch:**
 - Control your own destiny or someone else will.
- **General George S. Patton:**
 - Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity.
- **Isaac Newton**
 - If I have seen farther than others, it is because I was standing on the shoulder of giants.
- **Dwight D. Eisenhower:**
 - You do not lead by hitting people over the head - that's assault, not leadership.
- **Vince Lombardi:**
 - Leaders aren't born they are made. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve that goal, or any goal.
- **Donald Trump:**
 - Part of being a winner is knowing when enough is enough. Sometimes you have to give up the fight and walk away, and move on to something that's more productive.

Thank You

Please provide feedback to
leigh@womeninbiznetwork.com

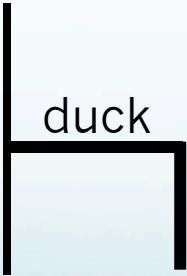
Questions & Answers



Word Puzzle 2

Energizer 5

Word Puzzle

1 KCAP	2 CAT CAT
3 	4 1. Chance 2. 3. Chance 4. Chance

Answer

1. Backpack
2. Copy Cat
3. Sitting duck
4. No second chance

Leadership Styles

According to Harvard ManagementMentor:

- Six distinct leadership styles:
 - Coercive
 - Authoritative
 - Affiliative
 - Democratic
 - Pacesetting
 - Coaching