



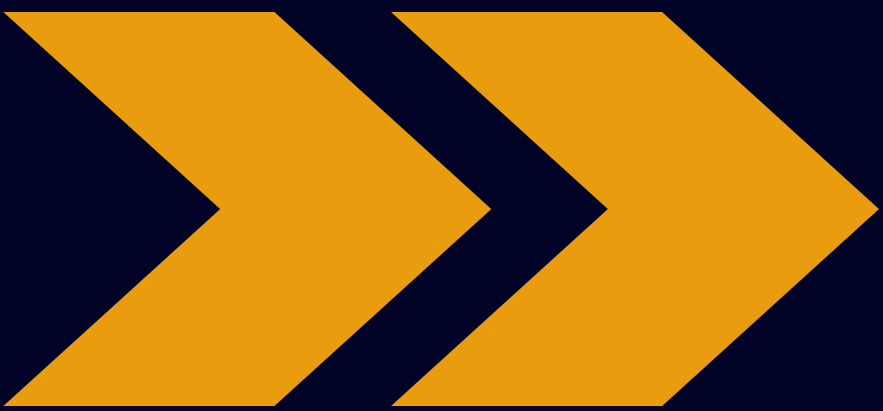
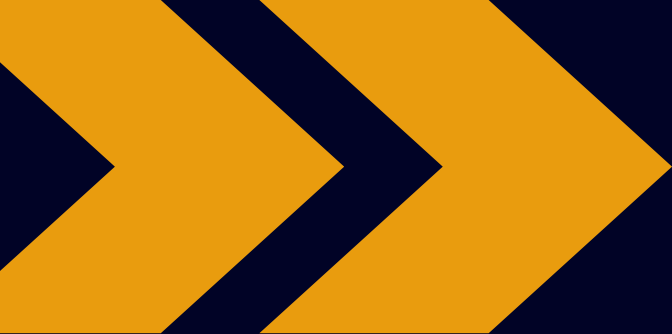
Lead In the

FAST LANE



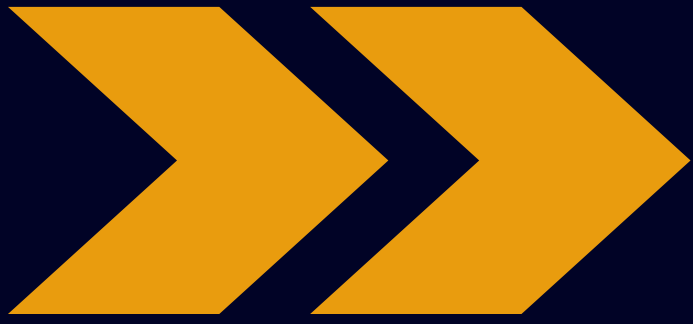
HOW NEXTGEN CAN SHAPE THE FUTURE





WHAT'S A LEADER?

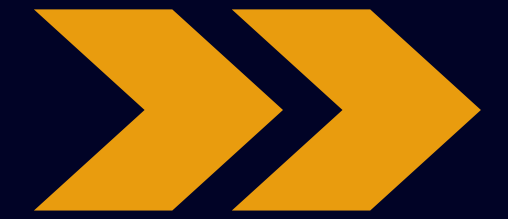
Not a trick question.



INFLUENCE

*NOTHING MORE,
NOTHING LESS*

-JOHN MAXWELL



AH, FLOWERS.

Bunnies and rainbows? Yes, please!

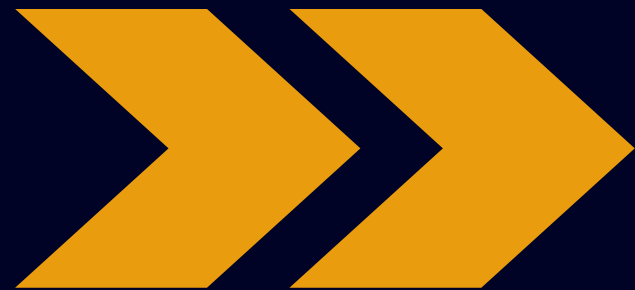


BUSINESS REALITY

Hang on. We are moving fast!



***THERE IS ONLY
THE FAST LANE***



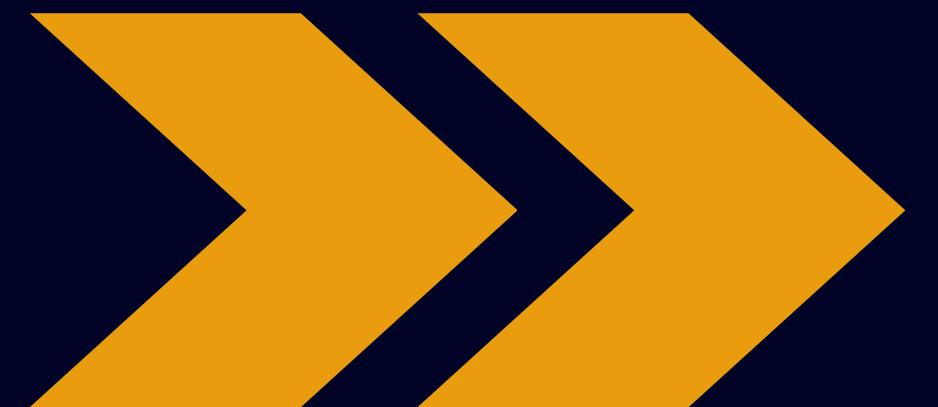
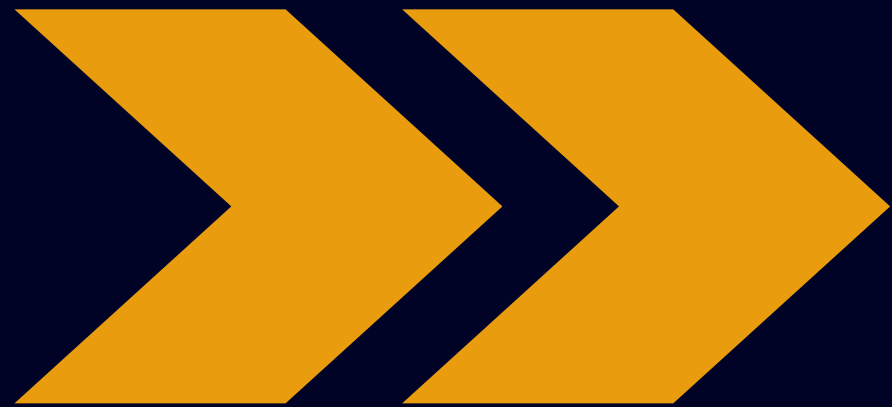
SKILLS THAT LEAD MODERN CHANGE

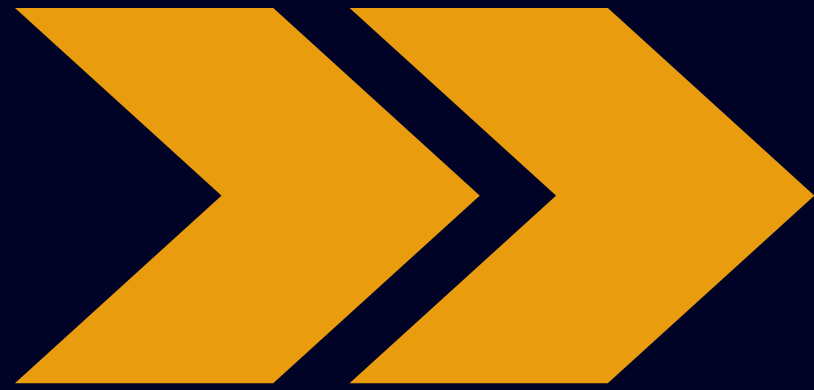
01. Digital Fluency

02. Adaptability

03. Purpose Driven

04. Collaboration



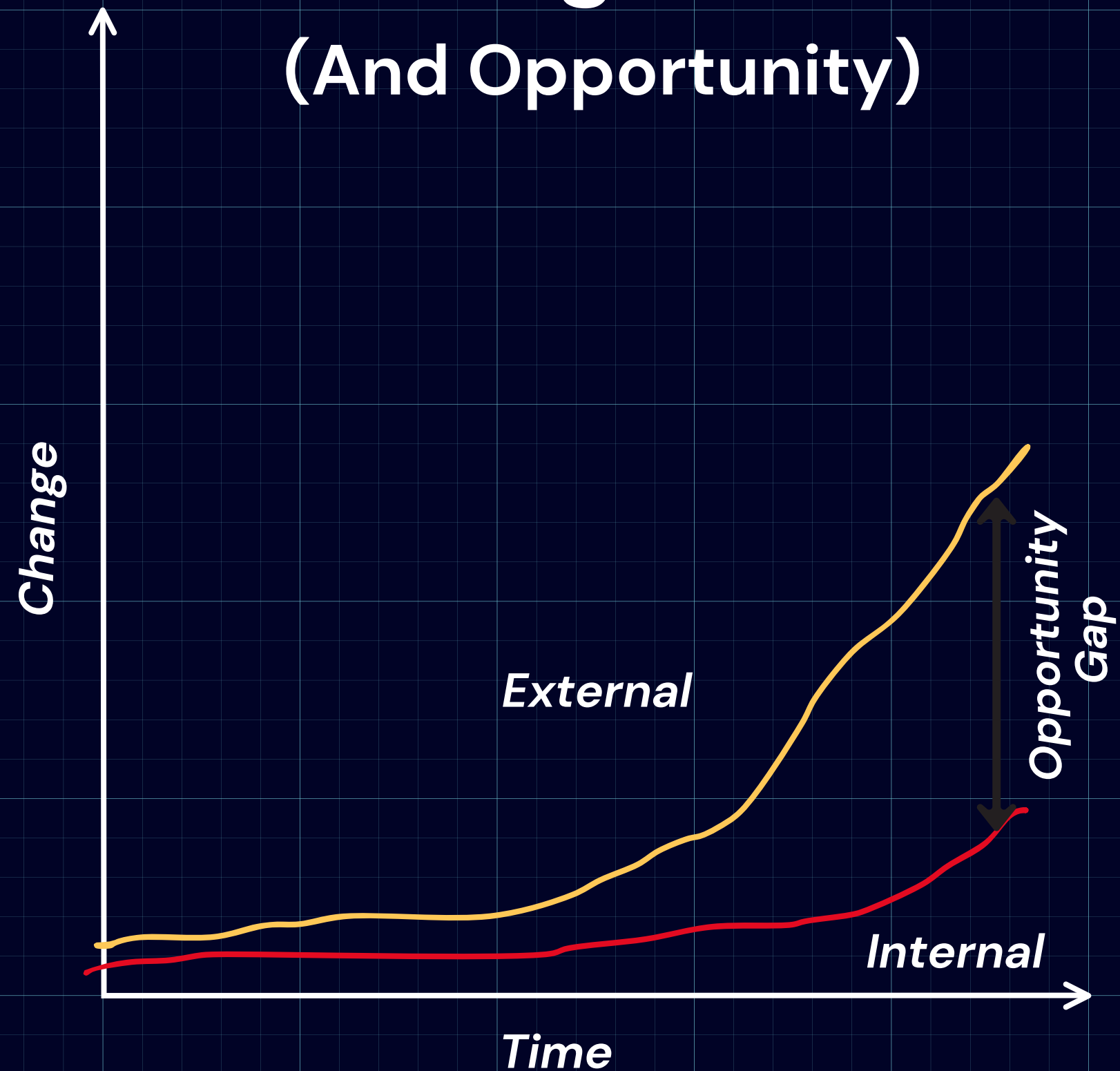


How Old Is Your Organization?

(we just turned 70)

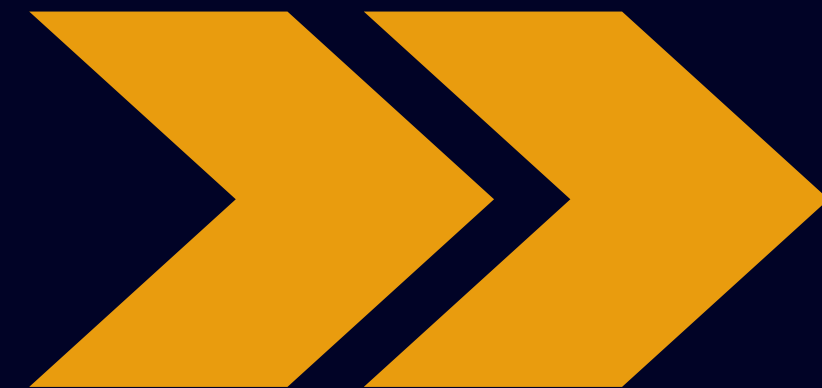


The Change Problem (And Opportunity)



Kotter, J., Akhtar, V., & Gupta, G. (2021). *Change: How Organizations Achieve Hard-to-Imagine Results in Uncertain and Volatile Times*. Kotter International Inc.

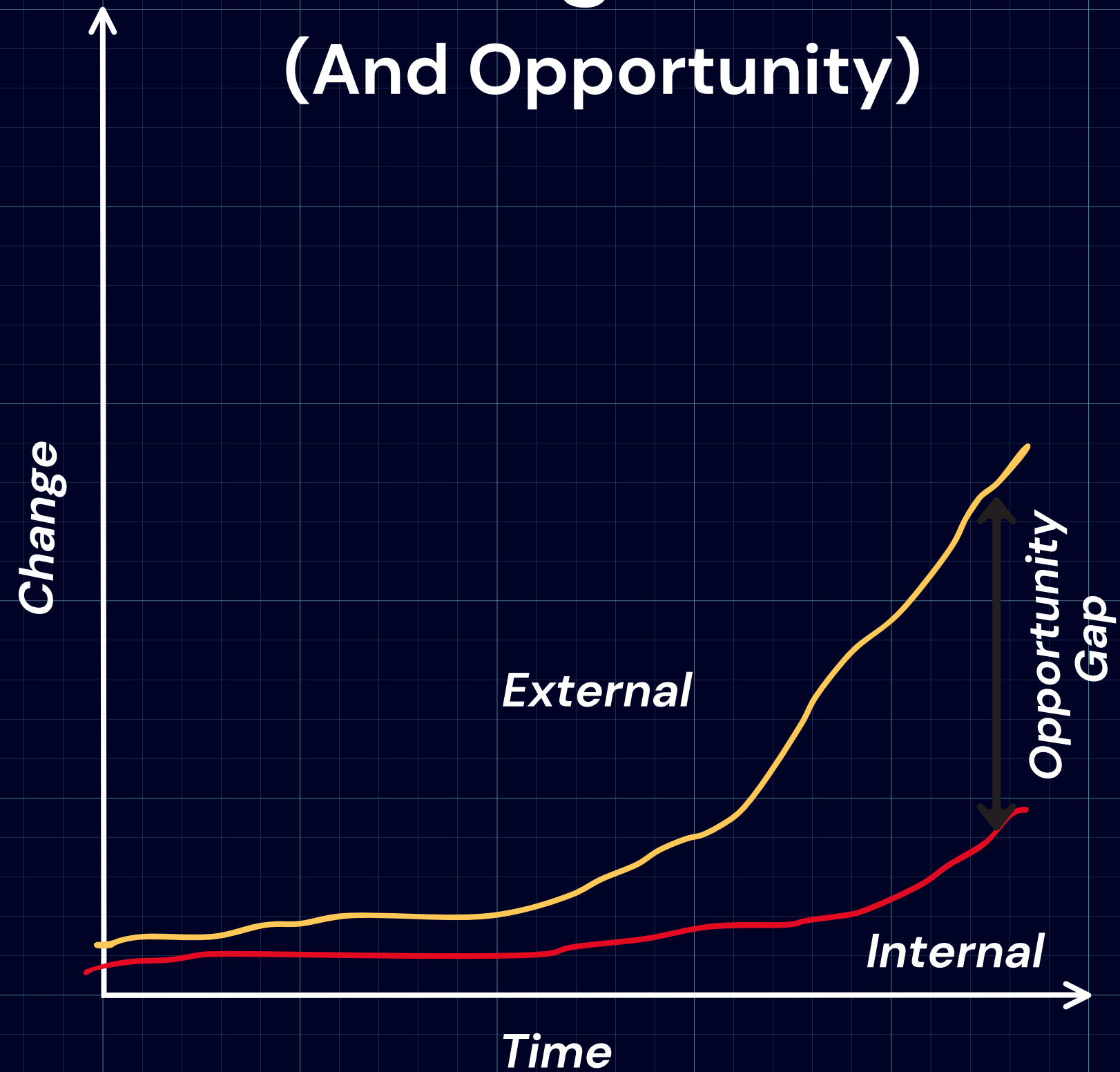
- **Increased Complexity:** The growing complexity of global markets and tech
- **Gap in Adaptability:** between the rate of change and the adaptability of organizations



**How Long
Have You
Been
Working?**



The Change Problem (And Opportunity)



Kotter, J., Akhtar, V., & Gupta, G. (2021). *Change: How Organizations Achieve Hard-to-Imagine Results in Uncertain and Volatile Times*. Kotter International Inc.

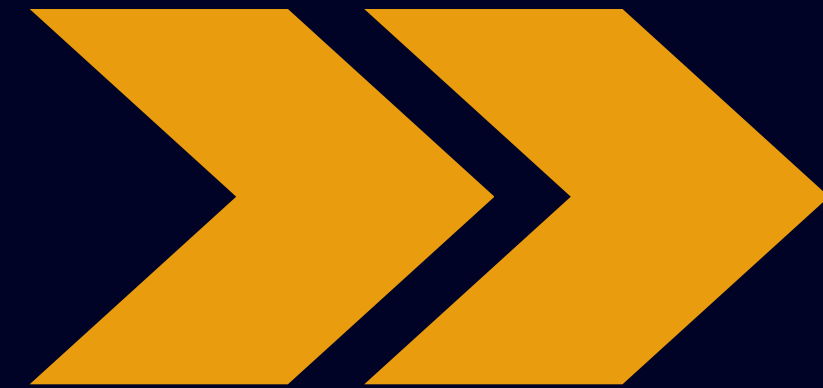
The **YOU** Change Problem (And Opportunity)

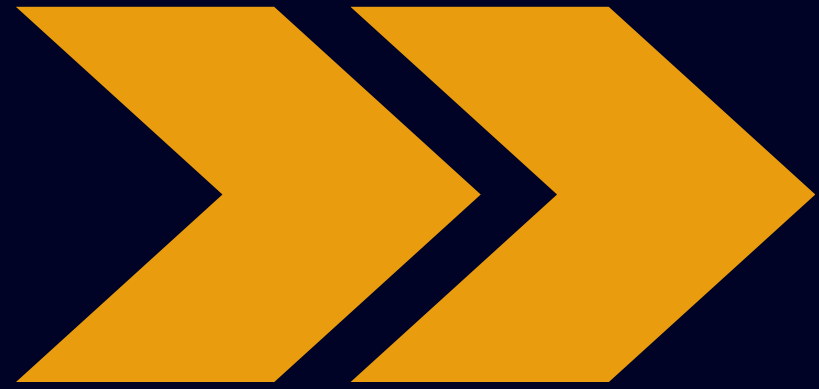
Human Behavior: The hardwiring of human behavior for survival often resists rapid change



The hardest part of leading change...

establishing credibility and overcoming resistance





Reasons why change Fails

- Perceived Lack of Experience
- Navigating Hierarchies
- Resistance to Change
- Balancing Enthusiasm with Realism
- Managing Pushback and Criticism
- Limited Authority or Resources
- Balancing Advocacy with Humility
- Proving Long-Term Commitment
- Understanding Organizational Culture
- Grasping unwritten rules of the org



YOUR 6 STEPS TO *LEADING CHANGE* IN YOUR ORG



1 Build
Credibility

2 Understand Your
Organization

3 Identify
Opportunities

4 Make Plan

5 SELL! SELL! SELL!

6 Be Resilient



Building Credibility

*You+ Competence + Character +
Consistency= AMAZING WORKER!*



BUILDING CREDIBILITY

- Demonstrate **competence** and a **strong work ethic in your current role.**
- Be reliable and consistent, showing that you are dependable for both everyday tasks and larger initiatives.

Competence

character

Consistency



TIMELINE-0-CREDIBILITY

First 90 Day

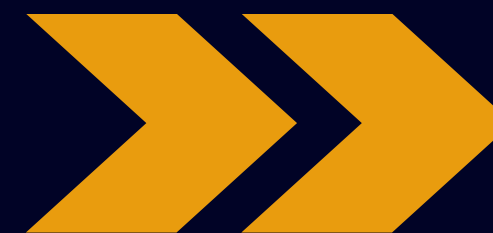
Employees start to build a foundation for credibility by learning the organization's culture, meeting initial expectations, and establishing relationships. Consistently delivering on promises during this period is critical.

6 Months to 1 Year

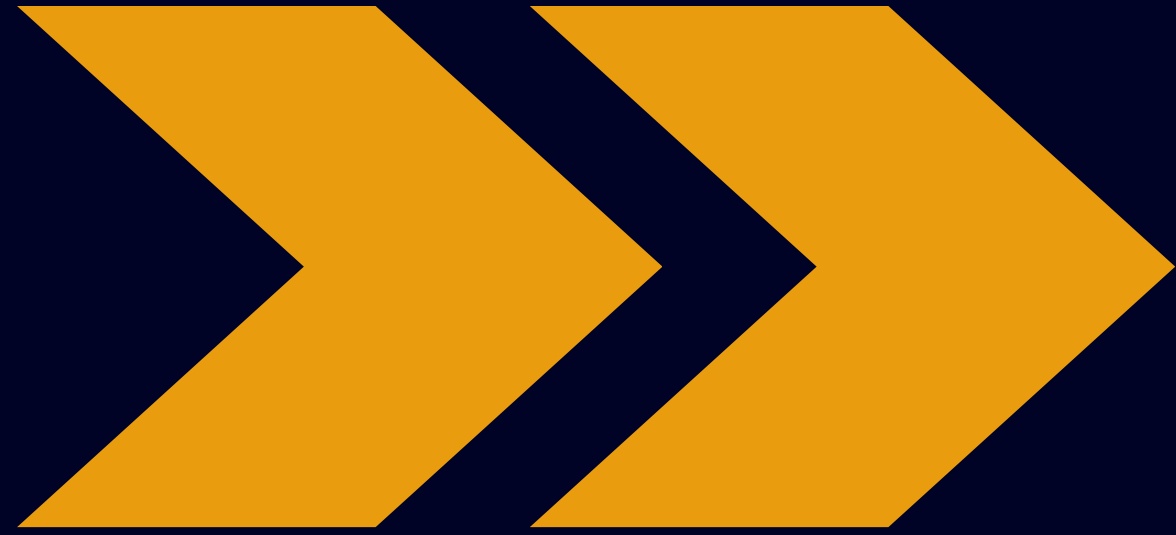
By this point, employees who consistently demonstrate competence, integrity, and reliability often earn a higher level of trust and credibility. They've had time to showcase their skills and build a reputation.

1 to 3 Years

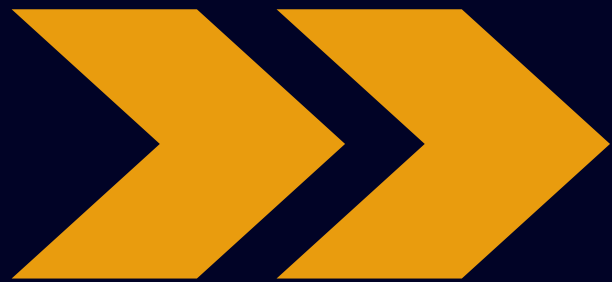
Employees who have repeatedly delivered results, built strong networks, and maintained professionalism typically solidify their credibility within the organization. They may be considered for leadership roles or more significant responsibilities.



Guess: average tenure of employees <40?



BUILD CREDIBILITY FASTER



- **Deliver Quick Wins:** Focus on small, impactful contributions early on.
- **Be Transparent:** Admit when you don't know something and show a willingness to learn.
- **Build Relationships:** Take time to understand colleagues' needs and collaborate effectively.
- **Communicate Effectively:** Keep stakeholders informed and follow through on commitments.
- **Seek Feedback:** Actively ask for input and use it to improve, signaling a growth mindset.





BE GOOD AT YOUR JOB

*And someone you would
want to work with...*

Duh.



UNDERSTANDING COMPETENCE



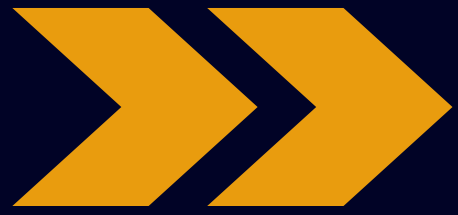
What key skills and knowledge are required to excel in my role, and how proficient am I in each area?



How effectively do I apply my skills to solve problems and contribute to team or organizational goals?

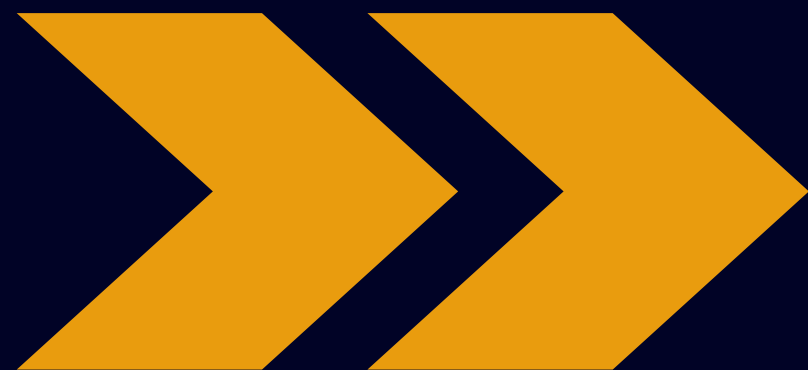


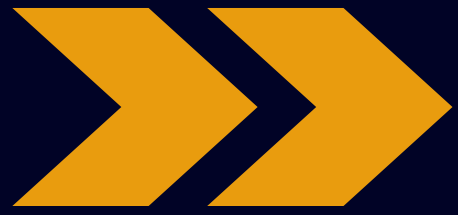
What feedback have I received about my performance, and how have I used it to improve my competence?



MAD-LIB *AND MINGLE!*

"Hi, my name is [Your Name]. In my role as a [Your Job Title], competence means being [Adjective] and mastering [Skill or Knowledge Area]. The most critical skill I bring to the table is [Skill or Knowledge], which helps me [Action or Task]. To build my competence quickly, I focus on [Learning Strategy or Action]."

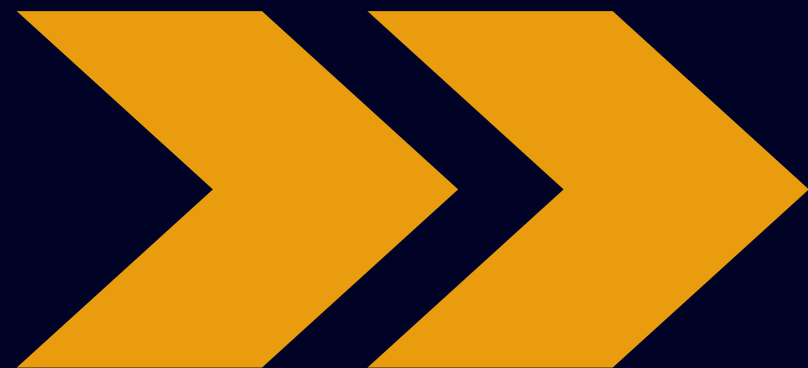


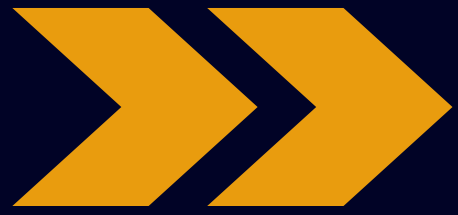


MAD-LIB

EXAMPLE

"Hi, my name is **Laura**. In my role as a Marketing Director, competence means **being strategic, empowering the team and making data-driven decisions**. The most critical skill I bring to the table is **market development**, which helps me create **new opportunities for the company**. To build my competence quickly, **I focus on analyzing market trends, testing new strategies, and learning from other industries.**"

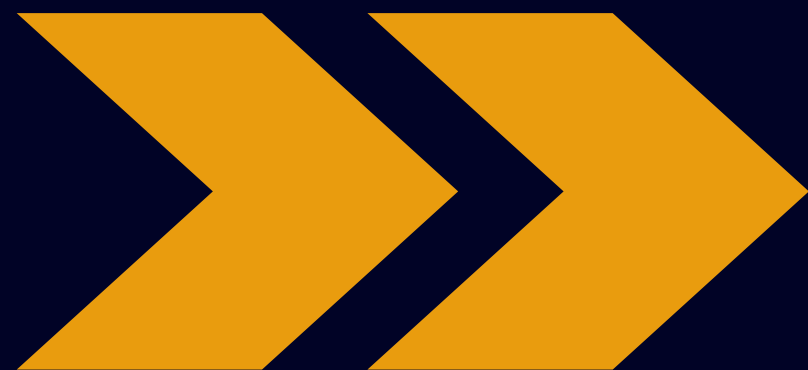




MAD-LIB *AND MINGLE!*

5 MINUTES!

"Hi, my name is [Your Name]. In my role as a [Your Job Title], competence means being [Adjective] and mastering [Skill or Knowledge Area]. The most critical skill I bring to the table is [Skill or Knowledge], which helps me [Action or Task]. To build my competence quickly, I focus on [Learning Strategy or Action]."





Understand Your Organization

Know the garden you're growing in..

UNDERSTAND THE ORG

**Do you know
your
company
mission,
vision,
values?**



What are we doing here?

Learn the company's goals, values, and culture to align your ideas with organizational priorities.

Who has the Power?

Identify decision-makers and influencers within the company and understand their perspectives.

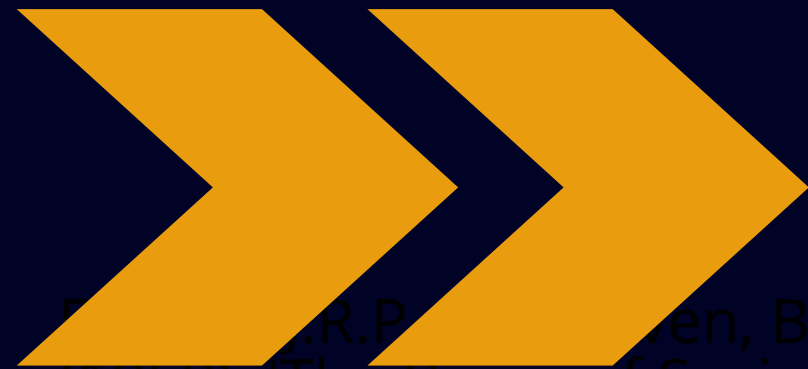




6 FORMS OF POWER

*French and Raven's Six Forms of Power.
Understanding Where Power Comes From in
the Workplace*

6 FORMS OF POWER



LEGIT

Authority based on position or role

(YOUR BOSS)

REWARD

Ability to provide rewards

(SALES LEADER GIVING INCENTIVES,)

EXPERT

derived from specialized knowledge or skills

(CERTIFICATIONS, EXPERIENCE, OR MASTERY)

REFERENT

Power from personal traits or relationships

(CHARISMATIC LEADERS,, INFLUENCE)

COERCIVE

Ability to impose penalties or consequences

(SUPERVISOR THREATENING DISCIPLINARY ACTION)

INFO

Control over access to information and its dissemination)

(STRATEGIC WITHHOLDING OR SELECTIVE SHARING OF INFORMATION)

TYPES OF POWER

Map what type of "power" do these individuals have?

Answers include legitimate power (e.g., organizational hierarchy), reward power (e.g., bonuses, promotions), coercive power (e.g., disciplinary actions), expert power (e.g., specialized knowledge), and referent power (e.g., personal relationships), informational power (systems, data)

**In Your
Organization**

10 MINUTES!



Identify

10 people you interact with



Power

What Kind Is It



How Do

You Know?

Leadership without formal power

- ① Influence Through Contribution
- ② Leadership Through Collaboration
- ③ Role Model Behavior



SPOT OPPORTUNITIES

- *Drives innovation and improvement*
- *Helps solve inefficiencies and challenges*
- *Creates competitive advantages*

(PSSST! THIS MAKES YOU MORE VALUABLE!)



DON'T KNOW WHERE TO START?

- **Analyze Data & Trends** – Use insights from reports, KPIs, and industry research
- **Gather Feedback** – Engage employees, customers, and stakeholders for insights
- **Observe and Experiment** – Test new ideas on a small scale to assess potential
- **Look for Unmet Needs** – Identify gaps in products, services, or processes

ASK YOURSELF

- What's the opportunity?
- Will it make a difference?
- Can we actually DO it?
- Does it support our goals?
- Is it in my scope?
- Do I **ACTUALLY** care?



SPOT OPPORTUNITIES

- **Digital Transformation & Efficiency** – Automate tasks, introduce collaboration tools, enhance cybersecurity.
- **Workplace Culture & Engagement**– Promote mental health, mentoring, and flexible work policies.
- **Sustainability** – Reduce waste, launch community programs, encourage responsible sourcing.
- **Process & Workflow Improvements** – Streamline workflows, reduce unnecessary meetings, improve knowledge-sharing.
- **Innovation & Product Development** – Suggest new ideas, improve customer experience, lead pilot programs.
- **Learning & Development** – Organize training, mentorship, and leadership programs.
- **Social Media & Branding** – Improve digital presence, employer branding, and social media strategy.
- **Customer-Centric Improvements**– Implement customer feedback loops, personalize marketing efforts.
- **Cross-Departmental Collaboration**– Align teams, facilitate idea-sharing, and improve knowledge exchange.



BUDDY UP!



MAKE A PLAN

*To communicate
and sell your ideas!*



KNOW YOUR AUDIENCE

How do they make decisions?

What do they care about?

How do they want to be communicated with?



Data

Fast

Growth

CREATING A PLAN

Consider these steps when creating a plan to sell your idea!



Define
the change



Craft
A message



Highlight
the benefits



Choose
How to
communicate



Address
Feasibility & Risk



Ask
For Feedback



**SELL,
SELL,
SELL!**

*To communicate
and sell your ideas!*

Selling Your Ideas

- 1 Be Confident!
- 2 Engage don't just inform
- 3 Handle Objections Gracefully
- 4 ASK FOR THE SALE
- 5 End with a Call To Action



RESILIENT

Stay Motivated and Adaptable

"It's Not the Big That Eat the Small...It's the Fast That Eat the Slow."

Jennings, J., & Haughton, L. (2001). *It's Not the Big That Eat the Small... It's the Fast That Eat the Slow: How to Use Speed as a Competitive Tool in Business*. Harper Business.



WANT COPIES?

Of these worksheets

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