



Unconventional Wisdom

about

LEADERSHIP



## A foundation of traditional leadership: core values!

- Core values
  - Integrity
  - Responsibility
  - Honesty
  - Accountability
  - Trust
  - Quality
  - Innovation
  - Customer service



Name three weird things about this list



## Values are cost of entry into the human race

- Being ethically unyielding and honest and inspiring trust by saying what we mean, matching our behaviors to our words and taking responsibility for our actions.
- We treat people with respect, fairness, honesty, patience, understanding and trust. We are an equal opportunity employer and respect diversity. We are a responsible corporate citizen committed to the health and safety of people and the environment. We practice high ethical and professional standards.
- We are committed to maintaining an environment of inclusion, fairness and respect by understanding and valuing the many ways people are different and can contribute to our success.



## Blueprint Core Belief

The traditional business tools of the post war era are no longer relevant



## Leadership thing #1

Core **beliefs**, not core values



## Derek Sivers at TED Conference





## Leadership thing #2

Leaders create leaders



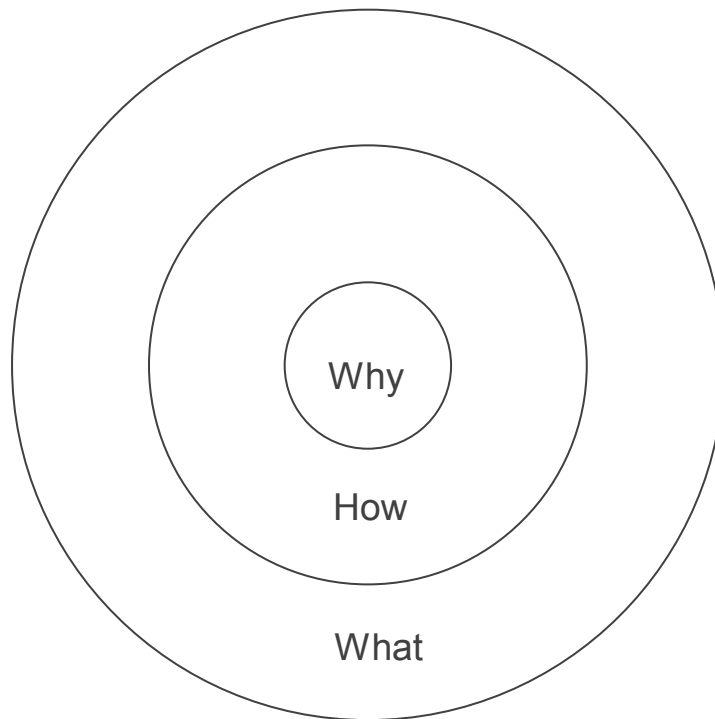
## Simon Sinek at TED Conference







## “The Golden Circle”



Dell’s “what”

We make computers

Dell’s “how”

Custom built computers

Dell’s “why”

?

Dell’s conundrum

MP3 player



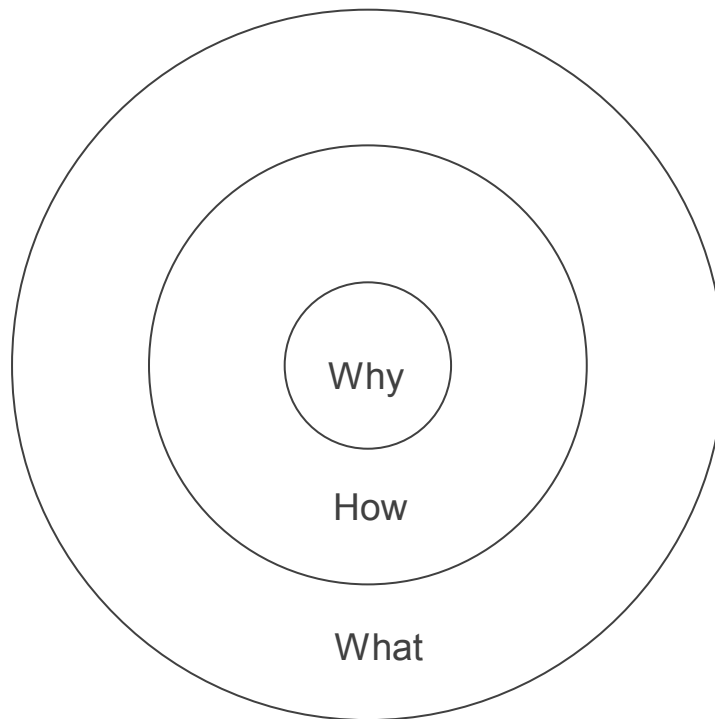
iPod is...

70% of the MP3 market

Made by Apple...

A computer company!

## “The Golden Circle”



### Apple’s “why”

We challenge the status quo in everything we do

### Apple’s “how”

We make beautifully designed products that are easy to use

### Apple’s “what”

Computer  
iPhone  
iPad  
iPod  
Apple TV  
iTunes  
Apps Store



### Leadership thing #3

People don't buy **what** you do,

They buy **why** you do it.



Roger Bannister breaks the 4 minute mile





## Leadership thing #4

Let your leaders lead



## Lead where?

- Traditional strategic planning
  - Where are you going?
  - How will you get there?
- Effective strategic planning
  - Who are you?
  - Where are you going?
  - How will you get there?



## Leadership thing #5

Answer

“Why should I choose you?”

In seven words or less





## 5 things you should know about leadership

1. Core beliefs, not core values
2. Leaders create leaders
3. Let your leaders lead
4. People don't buy what you do, they buy why you do it
5. Answer "why should I choose you?" in seven words or less