



Leadership

Building & Motivating High Performance Teams

(with special emphasis on **The Neuroscience of Leadership**)

2-DAY WORKSHOP

Author: Ian Rheeder, CEO Markitects Consulting

Example is not the main thing in influencing others. It is the only thing.

-- Albert Schweitzer, Nobel Peace Prize winner and medical missionary.

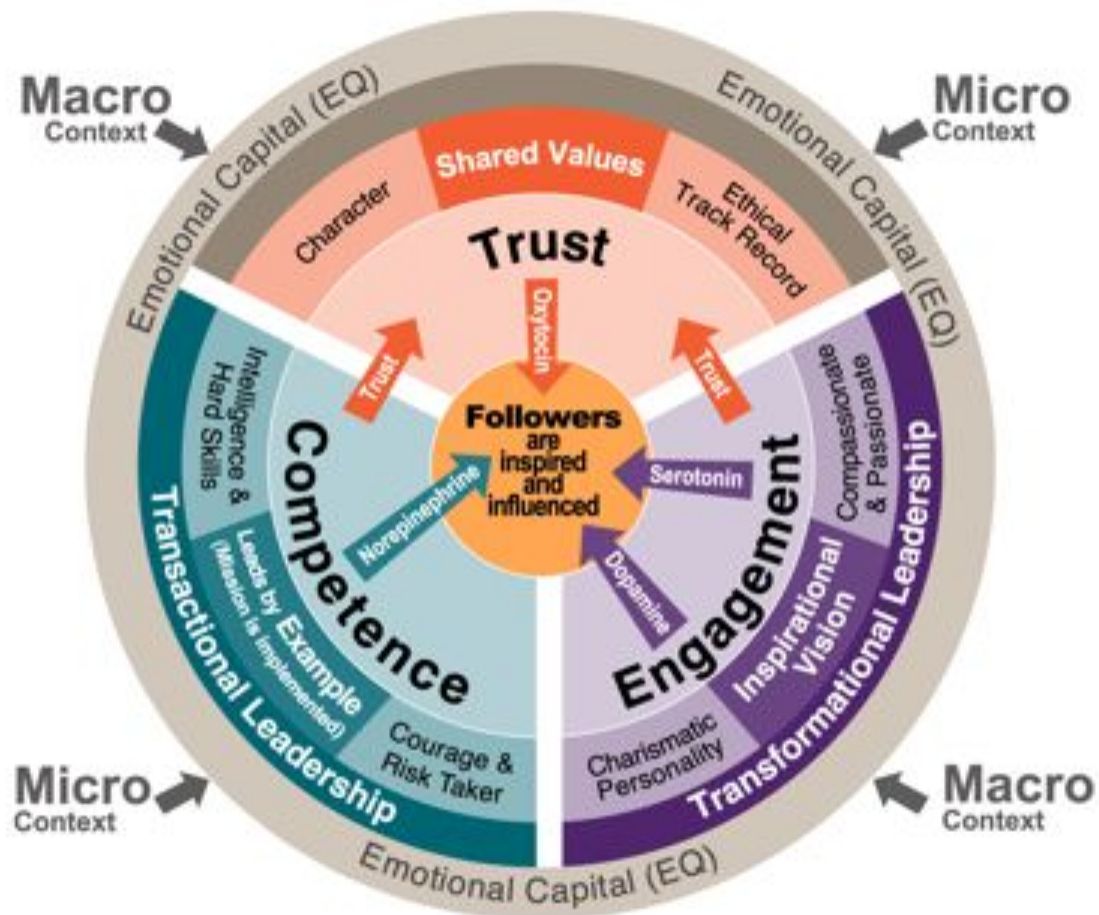
<p>Title:</p>	<p>LEADERSHIP (The Neuroscience of Leadership) <i>Building & Motivating High Performance Teams</i></p>
<p>Overview</p> <p><i>The single greatest advantage in the modern economy is a happy and engaged workforce.</i> Shawn Achor, Good Think Incorporated, author of The Happiness Advantage, 2012</p> <p>Who should attend?</p> <p>The material is appropriate for Managers & Leaders (new or experienced).</p> <ul style="list-style-type: none"> • The C-suite • The Sales Team • The Marketing Team • All Managers & Supervisors • HR Department • 	<p>Put yourself a decade ahead of the pack by discovering the latest insights into leadership.</p> <p>To improve the performance of an organisation, leaders need to lead, and managers need to learn how to manage <i>and</i> lead. Leaders primarily drive the vision (the why) of a change programme whilst the managers drive the mission (the how). By evaluating your style of management, leadership and negotiating, this programme is designed to utilize and enjoy your strengths, whilst being aware of your weaknesses. You will develop a crystal-clear understanding of how to lead internal and external stakeholders.</p> <ul style="list-style-type: none"> ■ Pre-Readings: Rheeder, Ian (2012). <i>The Neuroscience of Leadership, Leadership Magazine, pp.50-53</i> ■ Subject Readings: Programme Handout. 100 pages of well referenced notes and excercises.
<p>Learning and Outcomes:</p> <p>When UCT professor Tim Noakes spoke about the role of the coach (Leadership Summit, 30 Aug 2012), he said, <i>“someone who tells an athlete that she can do what she absolutely thinks she can’t do.”</i></p>	<p>After reading hundreds of white papers, articles and books on leadership, neuroscience and psychology, Ian Rheeder concluded that leadership boils down to three TEC domains -- Trust, Engagement and Competence.</p> <p>Without the TEC Leadership Model, examining ourselves as leaders is extremely difficult. We tackles this extremely elusive subject of leadership from a neurological level, associating basic emotions to the 7-levers of persuasion. With great success, this leadership model has been tested on numerous management programmes at the Gordon Institute of Business Science (GIBS), where Ian facilitates.</p>
<p>Subject Topic 1: Background to Leadership</p>	<p>1. TEC Leadership Model</p> <ul style="list-style-type: none"> • Understand the neurobiological structure of our brain and a neuroscience-based model for influencing and inspiring people (90 references to back up the TEC Model) • Transformational Style vs. Transactional Style (Burns-1978 & Bass-1998)

<p><i>I know of no data showing that anxious, fearful employees are more creative or productive. We know that people are happiest when they're appropriately challenged.</i></p> <p>-- Daniel Gilbert, Harvard professor of psychology (2012)</p>	<ul style="list-style-type: none"> • The Neuroscience of Leadership: Understand the neuroscience behind becoming an astute TEC leader (Trust, Engagement, Competencies), Leadership SA, July 2012 • The TEC Model elegantly takes us through the stages of trust building, how to engage and display competence. • Rate a leader using the TEC Model calculations • Rate yourself as a TEC Leader • The Leadership Environment (PESTGEL & 4Cs)
<p>Subject Topic 2: Self-discovery</p> <p><i>People don't buy what you do, they buy why you do it. --</i></p> <p>Simon Sinek (2009, Author of <i>Start with Why</i>)</p>	<p>2. Self-discovery</p> <ul style="list-style-type: none"> • Personality Profiling & your Learning Style • Manage yourself before you manage others: EQ vs. IQ. Self-esteem as the basis of EQ. 10 tips to build self-esteem. Self-confidence and self-esteem exercises. • Six competencies of a Leader: TTCSSG • Situational leadership and your dominant style • Self-awareness: Personality profiling to assess your typical leadership and negotiation style. This will also make delegates aware of other work associates styles and temperaments • TEC Leadership Questionnaire (MLQ): Rate yourself on trust, engagement and competence • Consciousness: Johari Window (Exercise: 56 adjectives to describe yourself. How would your team describe you?)
<p>Subject Topic 3: Implementing Leadership</p> <p><i>If you don't connect, you have no influence, and if you have no influence, you can't lead.</i></p> <p>-- Brand Pretorius, 2010</p>	<p>3. Practical Leadership</p> <ul style="list-style-type: none"> • Why so few plans are implemented (The difference between thinking, feeling & doing.) • Leadership Pipeline (R Charan, J Noel & S Drotter) • Motivational Theory: Intrinsic and extrinsic • Motivation: Victor Vroom's Valence Theory • Maslow's Hierarchy of Needs (1943) vs. SCARF Model (2008) • Understanding your stakeholders: Stakeholder Map • The difference between a Leader and a Manager

- Power Styles: 7-Levels of Persuasion
- Breakingdown Silos
- The service profit chain
- Research: 360, Internal NPS & Q12
- Why teams don't work? How to build a team?
- Retaining your top talent

The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become servant and debtor.

Max du Pree (Leadership Is an Art, 2004)



TEC Leadership Model © Ian Rheeder 2013

TEC Leadership Model:

Leadership Capital = Trust (reputational capital) + **Engagement** (relational capital) + **Competence** (managerial capital)



Your Expert Facilitator

Ian Rheeder, CM (SA)

Ian draws on the practical knowledge and wisdom of hundreds of books and white papers on leadership to answer the central theme: 'What makes leaders successful?' To this end, Ian developed his TEC Leadership Model.

Using a triangulation of neuroscience, leadership and business strategy, is what makes this programme unique.

After reading hundreds of book and articles on leadership, Ian realised that leadership characteristics can be synthesized into just three TEC pillars: *trust, emotional engagement and competence*. His TEC Model was published in Leadership in July 2012. Ian is a Chartered Marketer, adjunct faculty at GIBS, and is currently studying his Master in Leadership at the Da Vinci Institute. Although Ian has developed a neuroscience-based model for influencing and inspiring, he also covers classical leadership thinking.

Leadership (TEC Leadership Model)	Learner
Wow you were a hit! Thank you for outstanding presentation on leadership to our 40 managers.	John Arnesen Project Director: NQF Advocacy South African Qualifications Authority +27 (0)12 431 5008 JArnesen@saqa.co.za
At first the model seemed complex but turned out to be very intuitive. The examples of how the TEC Model is applied is not only informative but provided many insights into leadership today. I know that everybody walked away with a new way of applying leadership in their daily lives, thanks for the great talk and I'll highly recommend this presentation to those who want to understand the foundation on which leadership is built. Breakfast talk to 40 Managers, 21 Sep 2012	Arno Bakker; Chief Engineer Powertech IST, a division of Powertech SA (Pty) Tel: 012 426 7242; Cell: 083 326 0358; Fax: 012 426 7779; Web: www.istltd.com
A special thank you for a dynamic presentation on your TEC Leadership Model. Of the 8 speakers at the Ethics and Governance Masterclass (Sandton Sun Hotel) you were the best. You scored 10/10 from the delegates for both knowledge and presentation style.	Arusha Dasrath, Conference Organiser, ad@provisionresearch.co.za Tel: +27 (0) 12 645 1092 I Mobile: +27 72 3725771
"Ian's TEC Leadership Model is stunningly simple, but most importantly, it is backed up utilising the objectivity of neuroscience."	Professor David Castle, Professor of Psychiatry at The University of Melbourne, Australia. He is also the Chair of Psychiatry at St Vincent's Hospital, Melbourne.
"South Africa needs great leaders and Ian Rheeders' new book is a timely resource for those who wish to expand their circle of influence and lead in challenging times. Great leaders inspire and influence those around them. This book, and in particular Ian's TEC Leadership model will show you how and enable you to measure your effectiveness as a leader."	Eddie Botes – Leadershift, eddie@leadershift.co.za

"Out of the 11 speakers at the international marketing conference, Ian won best speaker. Normally a speaker receives a few below average scores, but out of the 1,100 delegates there was not one. That's extraordinary." Sepehr Tarverdian, International Conference Organiser, sepehr@sepehrspeaks.com

"Out of 20 speakers at the Quality Managers Conference (2012), Ian not only won the best speaker award, but also broke the record score for a speaker in Iran." Alan Ayers, alan@speakersinc.co.za

"I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference." (Nedbank, Sales Conference, Feb 2009)

"Thank you that you presented at our conference at CSIR on Monday. I believe that your session was a huge success. We look forward in working with you again in the near future." (ABSA, 150 consultants, 16 March 2011)

Ian, what a treat to work with you and get an insight into your thinking and talents. You will be recommended time and time again. So enjoyed the process and am thrilled that everyone is happy with the outcome. Nicola M Tyler, Business Results Group, nicola@brg.co.za

"I have attended many seminars, training sessions, motivational talks, lectures and conferences during my career but none have been as awe-inspiring as your Marketing talk." Tony Tsuen, TonyT@Etana.co.za

"Your talk was absolutely priceless, and thought provoking to hear how you make marketing so practical, the way it should be, and left out the fluff that marketers so often get caught up in." (Tina Gouws, phinkrat@yahoo.com, +27 (0) 82 319 3810, Sep 2011)