



REFERENCES: TEC Leadership

Building & Motivating High Performance Teams

(with special emphasis on the Neuroscience of Leadership)

To answer the central theme: 'What makes leaders successful?' Ian developed the TEC Leadership System during his MSc on innovation and leadership. Without this simple but powerful model, grasping a crystal-clear understanding of how to lead is extremely difficult.

After reading hundreds of books, white papers and articles on leadership, whilst consulting to dozens of blue-chips, Ian realised that leadership characteristics can be synthesized into just three TEC pillars: *trust*, soft emotional *engagement* and hard *competence*. His TEC System was published in Leadership in July 2012. Ian is a Chartered Marketer, faculty at GIBS, and has an MSc in Innovation (cum laude). Although Ian has developed a unique neuroscience-based model for influencing and inspiring, he bolsters the TEC System by also covering classical leadership thinking.

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

Without a leadership model, examining ourselves as leaders is extremely difficult. Ian tackles this extremely elusive -- often wishy-washy -- 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. Even the toughest critics (CEOs) have rated the TEC Model extremely highly.

In summary, the TEC Model is easy and yet extremely powerful to rate leaders across the three TEC Principles.

Enjoy the below references...

7-Questions: Why the simple TEC System is so Plausible

	7 x Research Questions to Evaluate the TEC System (1- Strongly Disagree, 10- Strongly Agree)	Score 1-10
Q1	Understanding: I easily grasped and understood the TEC Leadership System?	8.9
Q2	Accuracy: The TEC Leadership System is accurate when rating a leader	9.0
Q3	Recall: The TEC System is easier to remember than other Leadership Models you have come across?	9.1
Q4	Efficacy: Would you agree that TEC is simple, but still powerful enough, when rating leaders?	8.7
Q5	Implementation: I will be able to implement the TEC Leadership System?	9,1
Q6	Recall: Can you remember the three parts of TEC? (i.e. What does TEC stand for?)	100%
Q7	Of those who had read <i>The 7-Habits of Highly Effective People</i>, how many of the 7-Habits could be recalled? (Sample base: 55 managers)	0,8 (11%)

Sample Surveyed: July 2013 - June 2014

Sample: 649 manager-leaders

Plausible Evidence:

649 Leader-managers

1. TEC is extremely easy to *grasp* and *remember*
2. TEC is very *accurate and powerful* enough when rating a leader (i.e. in a 360° evaluation)
3. Most importantly, manager-leaders strongly agree that *they can implement the TEC Model*
4. Only 0.8 of The 7-Habits (11%) could be recalled by the 69 manager-leaders who had read the book. **This is proof that complicated training a) cannot be remembered, and b) has little chance of implementation if you can't remember it**
5. **Conclusion:** TEC training interventions reproduce great results -- every time -- making the TEC System plausible

Leadership (TEC Leadership System)
Thank you for your workshop with our Senior Management team in October 2014. We found The TEC Leadership System an incredibly clear and coherent model for understanding the usually fuzzy concept of leadership. We make regular use of TEC in explaining and motivating the role of leadership in our cause. 28 Oct 2014
Knowledgeable and immensely inspiring presenter. Gain more from Ian's programme than anticipated.
Wow!!! An eye opener.
Loved it! Would loved to have listened to Ian for another week. Thank you!
Ian was extremely well read and able to place his knowledge into practice.. Thank you for 2-good days!
"Impressed by the systems approach. Ian is extremely competent and knowledgeable — he is the best facilitator I have been exposed to. I am ready to now implement. Course was extremely relevant to me." Rebone Gcabo, SARS Researcher
"Wow — mind blowing. The handout will be my Bible. Excellent course, would recommend it to anyone. I feel different. Thank you."
"Very good course. Will recommend it to other members of my team."
Wow you were a hit! Thank you for outstanding presentation on leadership to our 40 managers.
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
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.
"Ian's TEC Leadership Model is stunningly simple, but most importantly, it is backed up utilising the objectivity of neuroscience."
"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."
I just finished reading your article on Neuroscientific illuminations for Goal setting & Leadership. WOW - it is amazing. I have forwarded it to my manager.
After attending your strategic sessions earlier this year, I have studied an article electronically published by you in "Leadership Online" (www.leadershiponline.co.za) published by you July 2012. I have also conducted a fairly comprehensive literature survey in this regard.

Although the detail and actual science behind neuroscience is quite complex, the elements of Trust, Engagement and Competence (TEC) related to such neuroscience are easily understood and can therefore be fairly easily evaluated in simple questionnaires.

I have followed the basic outline of the questions proposed by you (and related calculations of relative competence level) in a comprehensive 360 degrees evaluation of myself and my team.

We all found it very simple to use and implement and the results confirmed specific issues within our team we all suspected but could not pin down before.

I would certainly recommend the TEC evaluation model to evaluate leadership under virtually any condition.

10/10: Very good. Greatly broadened my knowledge of the leadership concept. Great course. Will recommend Ian.

9.5/10: To the point with lots of references. Sufficient without being overwhelming.

10/10: Excellent. Practical and easy to implement the strategy. Relevant material.

9/10: Very knowledgeable and confident. Useful and well summarised notes and content.

10/10: Very well informed. Was a flexible facilitator and did not lose the subject content. Good Volume of material for a 2-day course

10/10: Excellent, informative, professional. Very good training material.

10/10 There is no substitute for the insights I learnt, especially the three leadership qualities. Trust, Competence and Engagement. I will never be the same again.

9/10 Would recommend. Best training I've ever been on.

10/10 Once again, just a very big thank you from all of us in the leadership group at DAV. We thoroughly enjoyed your training and hope to be able to drive the TEC model throughout DAV in the shortest possible time as it really is simple yet comprehensive.

10/10 We would like to express our sincere gratitude for the awesome session on Saturday morning. Your energy, passion and enthusiasm very clearly set the tone for the day and we are super happy to report that the leadership team has vowed to make the TEC model the pillars of our leadership philosophy.

And thank you for so freely sharing your 360 questionnaires with us - we will definitely put these into our performance appraisal process and make sure that they are accredited to you on all of our documentation.

We used a lot of your insights into writing our leadership charter and also made sure that each of the points of our charter either built Trust, Engagement or hard Competence.

Ian 10/10: Inspirational, empowering, and invaluable.

Ian 10/10: Outstanding, good presenter that keeps one's attention. Very interesting useful information. Will recommend to my management team to all attend. It is indeed a complex problem (leadership), but the TEC puts the matter into simple compartments, which can be implemented.

Ian 10/10: A real eye-opener, great facilitator, real solutions were provided. Makes you realise how little you do know and makes you want to be a better leader.

Ian: 10/10, Invaluable - excellent presenter, Would like to implement this system into my organisation.
Ian 9.5/10: Ian is very competent and knowledgeable above the subject matter. I will use this content on a regular basis and recommend the programme to all my colleagues. TEC Model teaches principles and one can use one's own methods. There are different aspects of all leadership structures that can be allocated to the TEC Model. One always refers back to TEC; as TEC is the core of leadership. It really has been an eye opener and extremely worthwhile, I am looking forward to implementing the TEC model to nearly every aspect of how I conduct myself. The way you have conducted the sessions and interacted with the group made each one of us feel like "a part of something bigger" and what I took away from there most of all is that we are not born leaders but we can choose our path to being a leader. Thank you for your time and energy. I am looking forward to reading The Lore of Leadership soon.
Ian 10/10: A very strong programme when paired with EQ (SSMES) & SCARF. The link to neuroscience is essential and relevant.
Ian:10/10 Excellent, vibrant, knowledgeable, invigorating. Well put together course. It allows one to reflect inwardly, re-evaluate oneself, ask questions "do I set the right example" for followers to follow
Ian:10/10 Very knowledgeable. Useful info. Simple, effective, clear, practical
Thank you for TEC Leadership course 10 June 2014. I believe you have saved me hours of reading time and money. I still would like to say that I thoroughly enjoyed your course and what I have learned about TEC will stay with me for the rest of my life and that I implement it in my daily routine. You have made a change in my life and I thank you for it.

"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

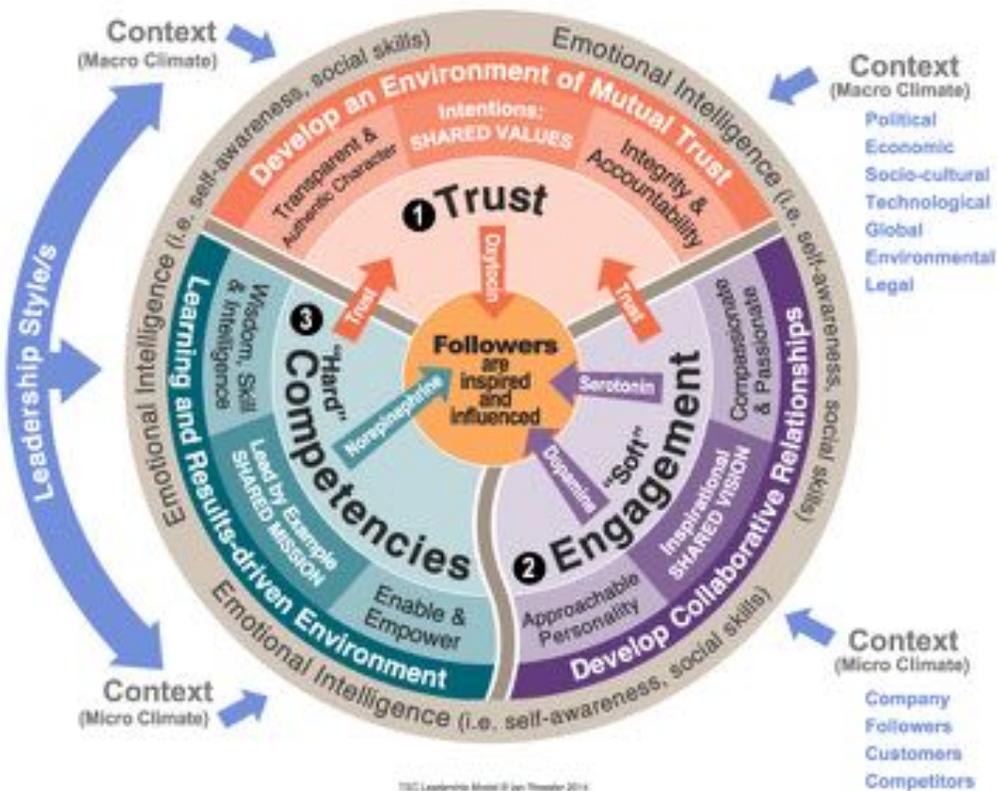
"I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference." (Nedbank, Sales Conference, Feb 2009)

"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)



TEC Leadership System:

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