



Presents

Don Hutson

C.P.A.E

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**Leadership in
Challenging Times**



“Organizations that coach and lead people right will outperform organizations that don’t by 30% - 40%”

~ Jeffrey Pfeffer

Leaders Handle Change Positively

1. Exceptional Leaders have a “leadership style” that engenders positive attitudes and receptive spirits in their team members



Leaders Handle Change Positively

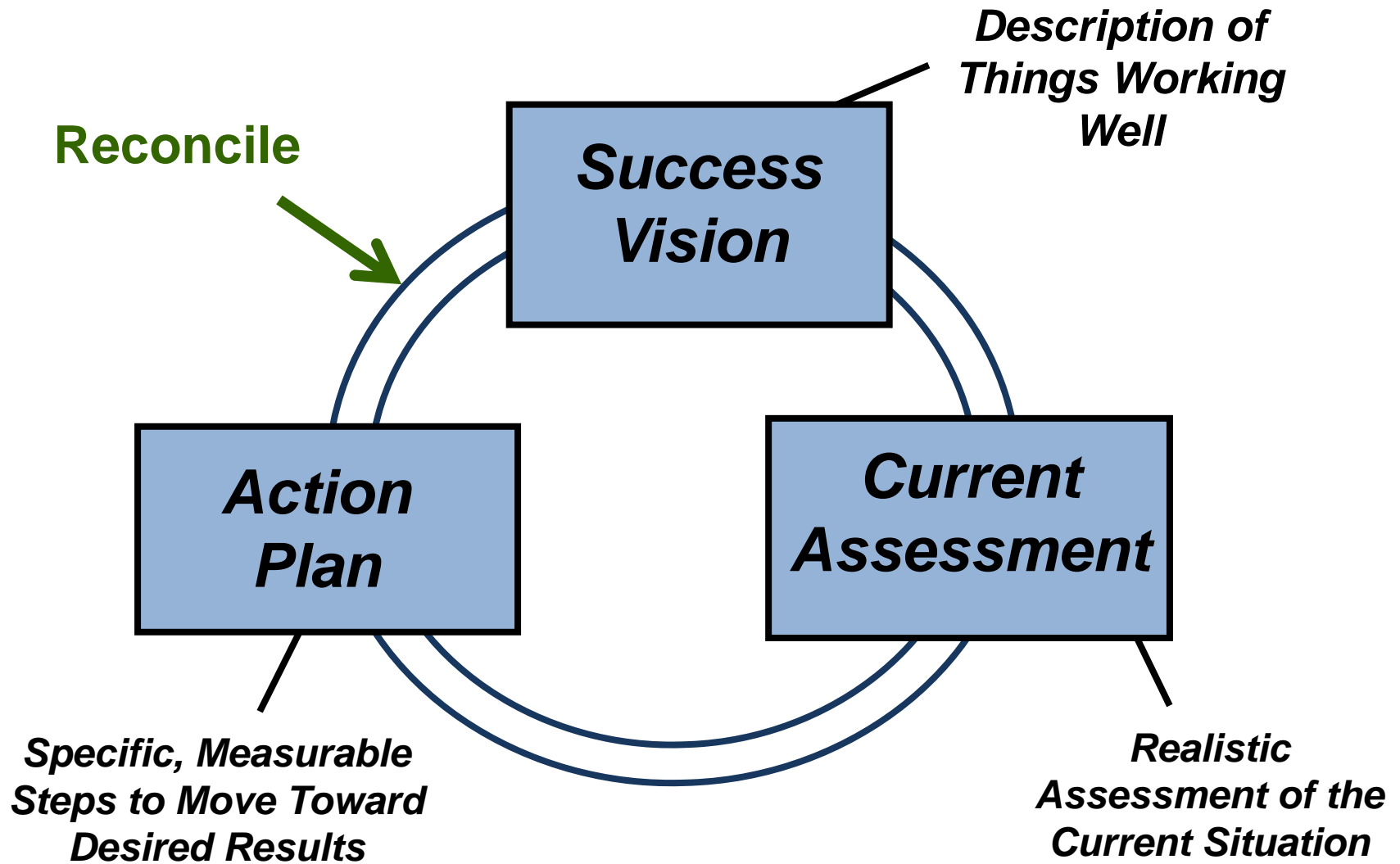
2. “Keep on doing what you’ve been doing and you will keep on getting what you’ve always gotten!” True or false?
3. “People change when the pain not to change exceeds the pain to change.”



3 “Progress Components”

1. Think about trends
2. Embrace Change
3. Adapt Vigorously





Leadership Styles

1. “Theory X” Autocratic
2. “Theory Y” Participative
3. “Theory Z” Japanese
4. “Theory H” Don’s Top 8



“Theory H” Leadership Style

1. Recognize that loyalty is earned
2. Maintain a Superb Communications flow (Over/under)
3. Walk around, be available, interact
4. Avoid “LAZ” ...



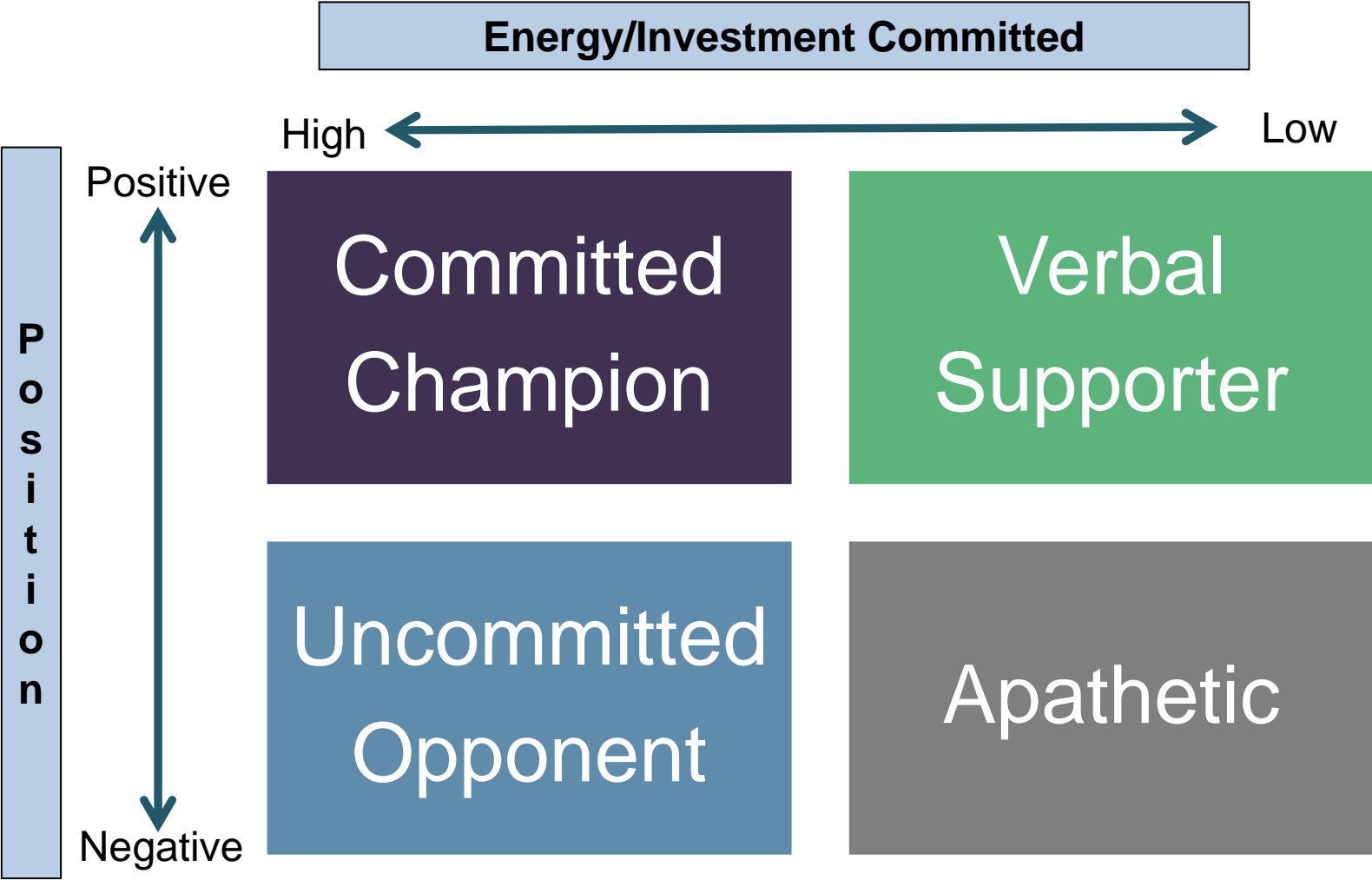
“Theory H” Leadership Style



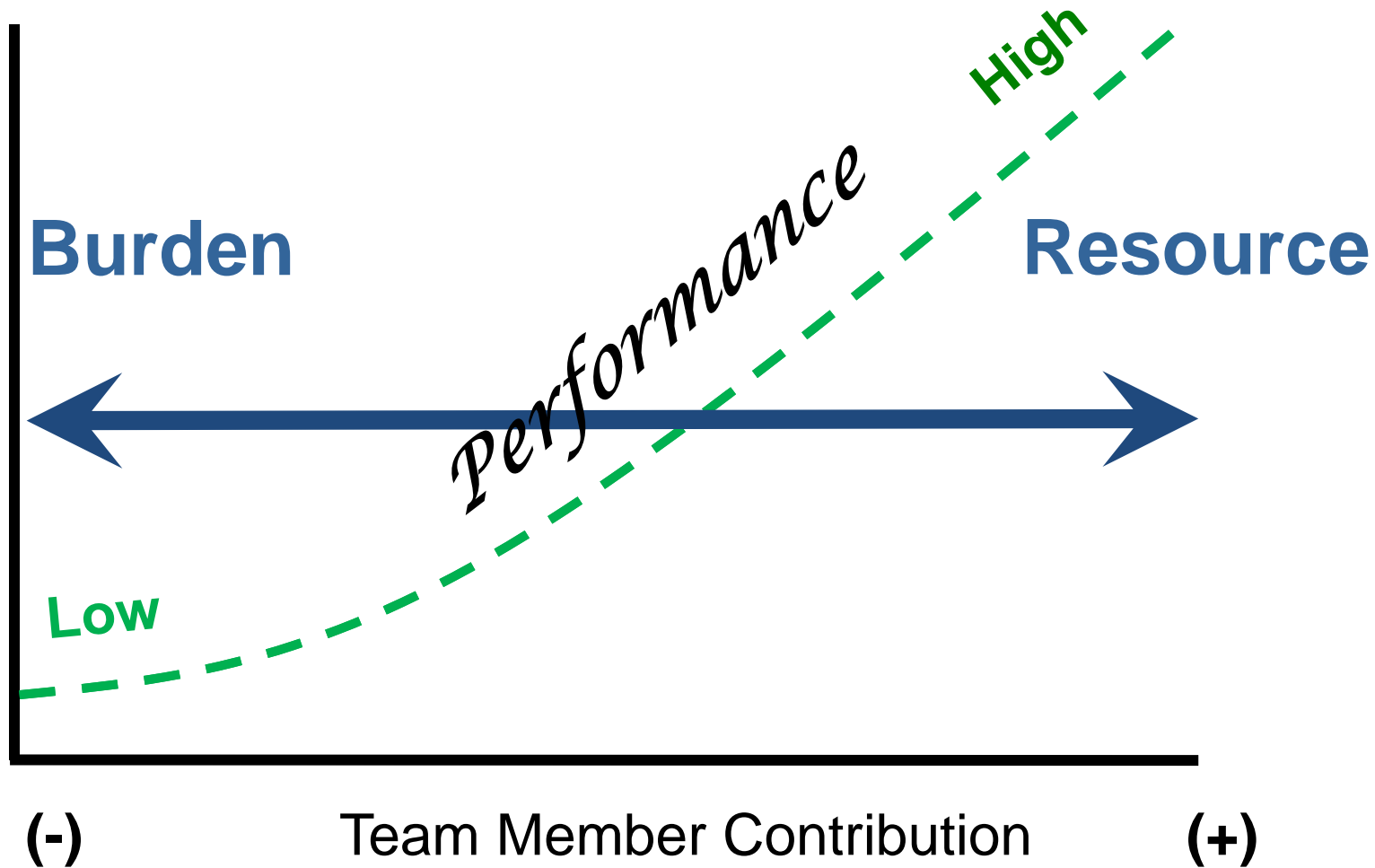
5. Catch them doing something right!
6. Keep your ego in check
7. Be a skilled “Performance Coach” & be vigilant about training (yours and theirs)
8. Persuade rather than demand



Gaining Buy-In from Team Members



Team Member Performance Matrix



Collective Intellect



All of us is smarter than one of us



How are the best performers able to consistently make it happen?



*Optimism, Belief,
Focus on Excellence,
High Energy & Work
Ethic*

Propulsion



UP



Gravity

*Lack of
Commitment,
Resulting in Waste
and Negativity*

*Cutting Edge Skill
Sets,
Innovative Solutions,
Effective Strategies*

Training



GOOD



Habits

*Complacency,
Using Old Skills,
Tired Solutions*



“The currency of the future is your Database”



CEO of Hubspot



U.S. Learning
LLC

“Broadcasting”
VS
“Narrowcasting”



Key Definitions...



- 1. Commodity:** Products or Services without distinguishing characteristics available from multiple sources
- 2. Differentiation:** the ways in which your offerings are different from and superior to your competition



Unsophisticated marketers believe there are two types of Differentiation:

1. Your **Offerings**
2. The **Price** at which
they are offered



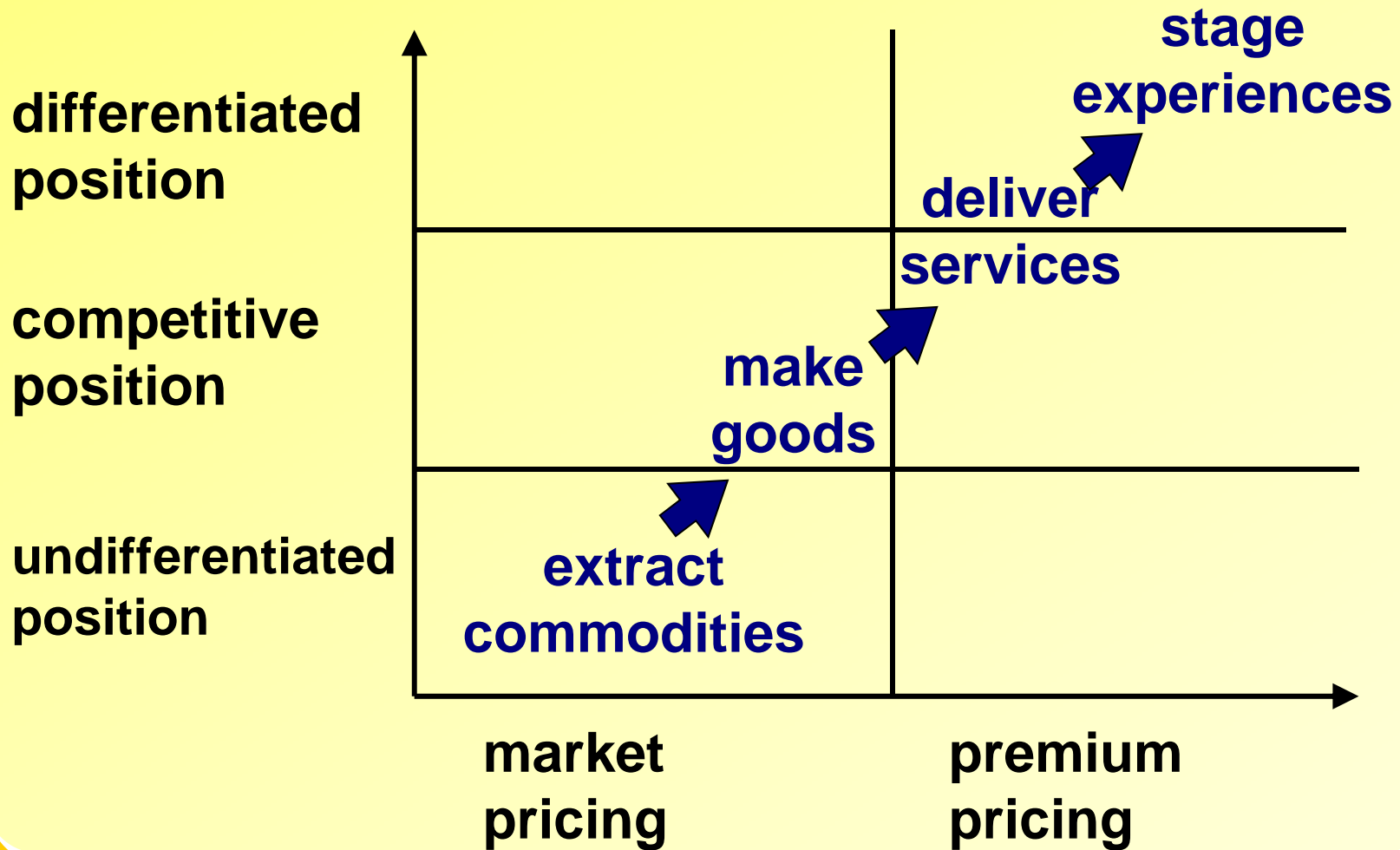
The Recommended Strategy:

While prospects are *commoditizing* your offering, you need to ...

Differentiate it in every creative manner you can!



PROGRESSION OF ECONOMIC VALUE



Harvard Business Review

Differentiation

Leverage All Seven Types. . .

- PRODUCT
- EXPERIENTIAL
- RELATIONSHIP
- PROCESS
- TECHNOLOGICAL
- MARKETING
- PRICE



1. Product

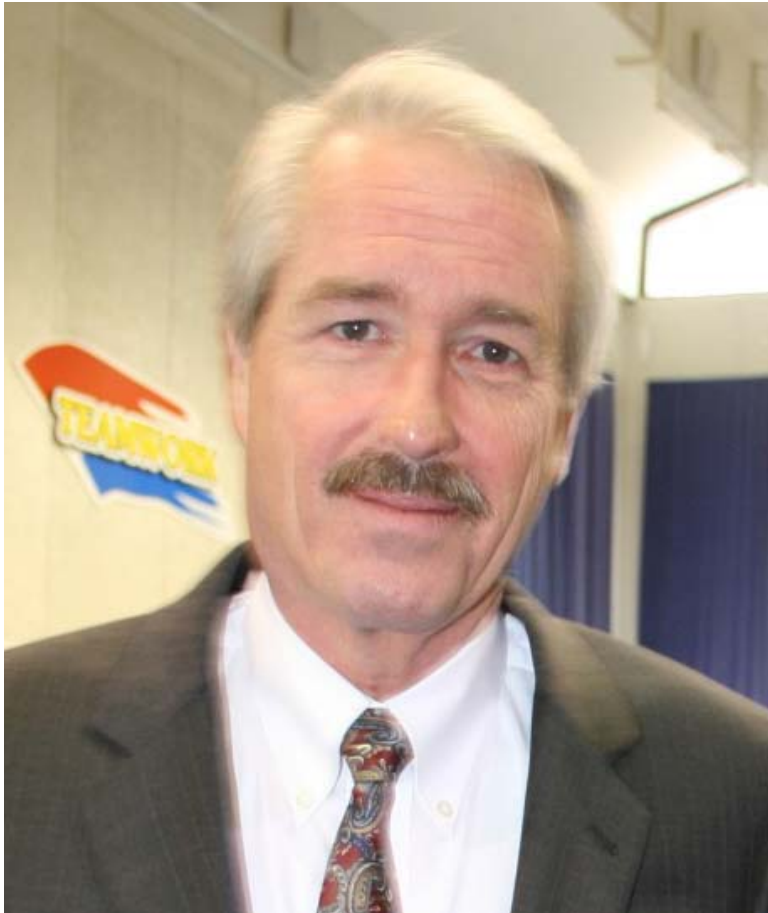
The definitive manner in which your offerings are superior to those of your competitors.

Your Uniqueness:	Relevance to Customer:

2. Experiential

The exceptional manner in which we craft and perform unique customer experiences

Your Uniqueness:	Relevance to Customer:



The Keith Bennett Story “Customer Service Miracles”



3. Relationship

The means with which we utilize superior interpersonal skills to become a trusted advisor

Your Uniqueness:	Relevance to Customer:



The Loyalty Ladder

Confidant

Advocate

Client

Customer

Prospect

Suspect

4. Process

The unique methodology with which we do our work resulting in exceptional performance for our clients

Your Uniqueness:	Relevance to Customer:

5. Technological

The means by which we deploy technology in an advanced and often unexpected way that favorably impresses our clients

Your Uniqueness:	Relevance to Customer:

6. Marketing

The exceptional sales, public relations, or promotional skill sets we deploy to help us win more business than our competition.

Your Uniqueness:	Relevance to Customer:

7. Price

The degree to which our value proposition is more compelling than that of our competitors

Your Uniqueness:	Relevance to Customer:

The “Value-Price” Perspective

V

P

