

Engaged Leadership



Tree Care Industry Association

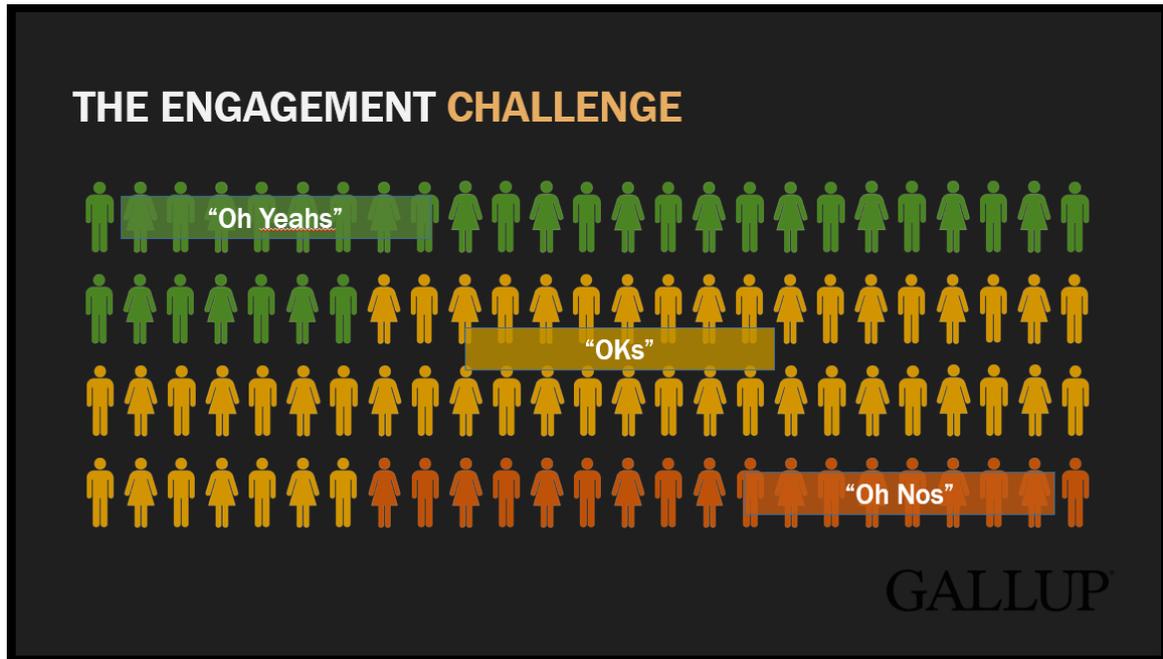
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Delivered by:

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The foundation of the presentation is the study conducted by the Gallup organization that found there are three types of employees in any organization --- 32 percent are “engaged,” 50 percent are “disengaged,” and 18 percent are “actively disengaged.”

Although we tend to “bounce” between categories based on the circumstances of our day, we have a responsibility to provide a level of consistency around those we lead. When you think of your role, answer this one simple question: *Where do you fall?* The reason it’s important is that every day you walk through the door of your office you are either adding to or taking away from the culture of the organization. There is no middle ground. You see, where you fall largely determines where people around you fall. People are watching you. They often mirror your actions and reactions. Where you fall on the slide above matters.

And again, we all want (and need) consistency from those leading us. If you bounce from one category to another, you aren’t providing consistency. In order to be a strong leader (at work or at home), you must control the external factors that influence your mood in order to not bounce from one category to another. So, ask yourself this question: Do I allow my daily mood to determine which category I fall in, and could this be contributing to the disengagement of people around me? It’s up to you to make necessary adjustments.

The diagram illustrates the Engaged Leadership Model as a large triangle composed of four interlocking pieces. At the top is a blue piece labeled 'Motivational'. At the bottom left is a green piece labeled 'Directional'. At the bottom right is a red piece labeled 'Organizational'. In the center, where these three pieces meet, is a white piece labeled 'Character Core'. The entire model is set against a white background with a black border. In the top left corner of the slide, the text 'ENGAGED LEADERSHIP MODEL' is displayed, with 'MODEL' in orange. In the top right corner is the Verbalocity logo, which consists of a stylized sunburst of colorful arrows above the text 'VERBALOCITY™' and 'LEADERSHIP + ENGAGEMENT SOLUTIONS'. At the bottom of the slide, there is a black footer bar containing 'VERBALOCITY.COM' on the left, and '2019 WINTER MANAGEMENT CONFERENCE ST. KITTS MARRIOTT RESORT AND ROYAL BEACH CASINO FEBRUARY 12, 2019' on the right. Below the footer bar is a thin orange bar with the copyright notice '© 2019 Verbalocity, Inc.' centered.

Directional Leadership

The first aspect of *Engaged Leadership* is Directional Leadership. It's about building a consensus for the vision. Regardless of how clear the vision may be for your organization, if your employees don't know it and can't clearly articulate how what they do helps the organization realize the vision, success is diminished significantly.

According to a survey by Right Management Consultants, a career transition and organizational consulting firm, about two-thirds of employees do not know or understand their employer's business strategy. Of the organizations responding to the survey, twenty-eight percent limit such communication to only their leadership teams. How can we ever expect a team of employees to help us realize a vision when they don't even know or understand what it is? To build a culture of employee engagement, focus on Directional Leadership by building a consensus for the vision of the organization.

Notes:

Motivational Leadership

Once employees know how their work contributes to the bigger picture, an effort must be made to inspire people to want to pursue the vision. Quite frankly, most companies aren't very good at this aspect of leadership, and it leads to an increase in the number of disengaged employees.

We have a right to expect employees to come to the table with a certain level of motivation, and quite often they do. However, keep in mind that most employees leave an organization because they felt underappreciated. If you want employees who are truly engaged and eager to contribute, focus on Motivational Leadership by inspiring employees to pursue the vision.

Notes:

Organizational Leadership

Without a clear vision for an organization, future growth is a constant challenge. Without inspired employees to help the organization pursue the vision, the journey is dull at best. But without the right team in place to make it all happen, the task of building an organization is virtually impossible.

Sure, we have our stars. But we also know that employees come and go in any industry. Based on that, there must be an effort to build the organization so the pursuit of the vision continues. If you want to build a culture that lives on long after the stars, focus on Organizational Leadership by developing the team to realize the vision.

Notes:

Character Core

The final piece of the *Engaged Leadership* model is Character Core. Every day you are faced with a myriad of options and opportunities. You make decisions regarding these options and opportunities based on a set of values, and if you don't have those values in place in your personal life, then you certainly don't have them in your professional life.

This leads to the whole idea of business ethics. With the increasing number of high-profile corporate scandals, many companies want to ensure they keep their name off the front page of the newspaper and seek programs on business ethics. The problem with that is simple ... it's not possible to have a program on business ethics because business ethics don't exist. Why? Because businesses don't make decisions ... people make decisions. Based on that, all ethics are personal ethics.

Notes:



ABOUT CLINT SWINDALL, CSP

Clint is the president and CEO of Verbalocity, Inc., a personal development company with a focus on leadership enhancement. These solutions include leadership development programs, training, speaking and general consulting.



As a professional speaker, Clint is the recipient of the Certified Speaking Professional designation, the speaking profession's international measure of professional platform competence. Just over 10% of speakers worldwide who are a part of the Global Speakers Federation hold this designation.

For more than two decades, Clint has traveled the world delivering high-content speeches and training in an entertaining and inspirational style to Fortune 500 companies, government agencies, and trade associations. His clients include 7-Eleven, American Express, BMW, Valero Energy, Enterprise Rent-a-Car, Jack in the Box, and Keller Williams.

Clint enjoys the challenge of enhancing employee engagement for his clients by delivering programs based on his two books, *Engaged Leadership: Building a Culture to Overcome Employee Disengagement* and *Living for the Weekday: What Every Employee and Boss Needs to Know about Enjoying Work and Life*. He has delivered his programs throughout the United States, Canada, South America, the United Kingdom, Mexico, Bermuda, and The Bahamas.

Clint does more than just talk about leadership. His leadership roles in the community include serving on the Executive Committee of the San Antonio Stock Show & Rodeo, as well as the board of directors for GVTC, the largest telephone cooperative in the state of Texas. He is founder and chairman of the First Chance Foundation, a 501(c)3 dedicated to assisting abandoned, abused, and neglected children. He is a past board member of the Texas State University Alumni Association, Junior Achievement of South Texas, and Provisions Food Pantry.

He and his wife Heather of 16 years reside just north of San Antonio in Bulverde, Texas...the front door to the Texas Hill Country. When he's not working to enhance the leadership skills of his clients, he can be found pursuing his hobby of competition BBQ!