



## The Power of Authentic Leadership

# WELCOME

### Audience:

Welcome BuildIT Live IT By Design Rockstars. We will discuss how to elevate your brand to elevate your business through authentic genuine leadership.

### High-Level Overview:

When it comes to leadership, so much of the talk is about your interactions with others. But what about working on yourself? You don't become a great leader by accident. What can great leaders do in order to become exceptional?

The handout below covers Authentic Leadership Strategies and Questions to ask yourself along the way

Become the Leader who inspires!

*“If your actions inspire others to dream more, learn more, and become more, you are a leader”*



# LEARNING OBJECTIVES

TOPICS	LEARNING OBJECTIVES (WIIFM)
Welcome & Program Overview	<ul style="list-style-type: none"> <li>• Comprehend the goals of the session</li> <li>• Clear understanding of expectations and what the session entails</li> <li>• Why me?</li> </ul>
10 Key Servant Leadership Principles	<ul style="list-style-type: none"> <li>• Know and apply the 10 key Servant Leadership Principles</li> </ul>
A New Dawn of Leadership	<ul style="list-style-type: none"> <li>• Understand the latest trends and statistics</li> <li>• Learn how fellow leaders and employees feel</li> <li>• Learn why good leadership is so relevant today</li> </ul>
Leveraging LinkedIn for Success	<ul style="list-style-type: none"> <li>• Learn how to optimize your LinkedIn profile for maximum benefit of you and your team</li> </ul>
Evaluate	<ul style="list-style-type: none"> <li>• Identify your target prospects &amp; ideal customers</li> <li>• Learn to prioritize prospects more efficiently</li> <li>• Discover how to properly engage prospects and usher them through the funnel</li> </ul>
Content is King...or Queen!	<ul style="list-style-type: none"> <li>• Identify the Hot Topics, Do's and Don'ts</li> <li>• Assess what you have, and what you need</li> <li>• Begin putting to practice with Homework</li> </ul>

## Program Overview

# 10 Key Servant Leadership Principles

**“The Great leader is seen as a servant first...” – Robert K. Greenleaf**

Servant Leadership is a philosophy which is the goal of the leader to serve. This is different than traditional leadership where leader’s main focus is the thriving of the company or organization. A servant leader shares power, puts employees needs first and helps people develop and perform as high as possible.

## 10 Key Principles

1. Listening
2. Empathy
3. Healing
4. Awareness
5. Persuasion
6. Conceptualization
7. Foresight
8. Stewardship
9. Commitment to Growth of People
10. Building Community

## Exercise 1: In Your Own Words

What 3 words do you want to be known for professionally?

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What 3 words do you want to be known for personally?

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What is something you personally hope to improve?

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**Homework:** If you were to ask 5 people closest to you your 3 biggest strengths, and 3 biggest weaknesses- what would they say? The answers might surprise you!

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## A New Dawn of Leadership

While some companies are still talking about Digital Transformation, many are already thriving. By adjusting your Sales and Marketing practices to engage with B2B buyers via their preferred means, you'll outperform your competition and your peers.

### Exercise 2: Fill in the Blanks

Leadership quality is viewed as high by \_\_\_\_% of leaders

Developing the next generation of leaders is the top challenge for \_\_\_\_% of CEO's  
\_\_\_\_% of millennials believe they aren't fully developed as leaders by their employers for management positions

Almost \_\_\_\_% of leaders feel worn and used up and plan to move to a new company in order to advance their careers.

While 3/5 surveyed say their organizations take steps to guard against burnout, nearly a third \_\_\_\_% wish businesses would display more empathy.

\_\_\_\_% of employees report losing sleep because of work stress.

## Exercise 3: Reflection

Do you view your leadership quality as important? How have you worked to improve yourself in your journey to become a leader?

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There are two types of people that influence your career- mentors and tormentors. What traits of each have you tried to include or avoid while building your leadership style?

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Have you lost sleep about work? Did you ever consider that your employees have as well? Do you spend a few minutes when you chat with your employees to check in and see how they are doing- professionally or personally.

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## Evaluate Your Leadership Style

**Autocratic-** A management style where one person controls all the decisions and takes very little input from other group members

**Democratic-** Leaders share decision making power and other responsibilities within the group

**Free-Rein-** (Also known as Laissez Faire) let the group function without much if any interference.

**Action:** Before you move on, ask yourself what you think your style is. Complete the Leadership Style Evaluation on the next page.

Now ask yourself where you would rank? Is this how you want to be known? If not, what actions can you take to change that legacy?

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**Directions:** Please place an "X" or a check mark in the box of the leadership style each characteristic is describing.

<b>Characteristic</b>	<b>Autocratic</b>	<b>Democratic</b>	<b>Free-Rein</b>
Employees are encouraged to share their opinions			
Leader sets goals and then allows workers to work alone			
Leader makes all decisions. Does not consult his or her employees.			
Leader explains reasons for his or her actions to employees			
Leader delegates most authority to staff			
Leader rarely gives credit to employees so there is little room for incentive.			
Leader tells staff how to do their jobs			
Leader listens to questions from employees			
Works best in emergency situations			
This leader has a lack of trust in his or her employees			
This style shows the most trust and confidence in workers			
Managers and employees work together to make decisions			

# Address Your Team's Needs

Here are four animals that describe four different personality types.



**Lions**

If I call you a Lion, I'm not talking about your meaty breath. I mean you're a leader and you're brave.



**Otters**

Some of you are more like Otters, you like hanging out in big groups and are full of energy.



**Beavers**

If you're hard-working and great at getting tasks done, you might be a Beaver.



**Golden Retrievers**

Golden Retrievers are very caring and love helping people.

Below are ten horizontal lines with four words on each line, one in each column. In each line, put the number "4" next to the word that best describes you in that line; a "3" next to the word that describes you next best; a "2" to the next best word, and a "1" by the word that least describes you. On each horizontal line of words, you will then have one "4", one "3", one "2", and one "1".

For example: One choice for the first line of words would be as follows:

3 Likes Authority   4 Enthusiastic   2 Sensitive Feelings   1 Likes Instructions

**L                      O                      G                      B**

1. ___ Likes Authority	___ Enthusiastic	___ Sensitive Feelings	___ Likes Instructions
2. ___ Takes Charge	___ Takes Risks	___ Loyal	___ Accurate
3. ___ Determined	___ Visionary	___ Calm, Even Keel	___ Consistent
4. ___ Enterprising	___ Very Verbal	___ Enjoys Routine	___ Predictable
5. ___ Competitive	___ Promoter	___ Dislikes Change	___ Practical
6. ___ Problem Solver	___ Enjoys Popularity	___ Gives In To Others	___ Factual
7. ___ Productive	___ Fun-Loving	___ Avoids Confrontations	___ Conscientious
8. ___ Bold	___ Likes Variety	___ Sympathetic	___ Perfectionist
9. ___ Decision Maker	___ Spontaneous	___ Nurturing	___ Detail-Oriented
10. ___ Persistent	___ Inspirational	___ Peacemaker	___ Analytical
___ TOTAL "L"	___ TOTAL "O"	___ TOTAL "G"	___ TOTAL "B"

**Total up the numbers for each vertical column (L, O, G, B).**

<https://www.decal.ga.gov/documents/attachments/5minutepersonalitytest.pdf>

# The Work Love Languages

The global phenomenon of the book by Dr. Gary Chapman, “The Five Love Languages” describes how people like to receive love. We all like to give and receive love 5 different ways: words of affirmation, acts of service, receiving gifts, quality time and physical touch. You can take a quiz to see where you and others most closely align: <https://5lovelanguages.com>

The book was followed by co-author Dr. Paul White who created “5 Languages of Appreciation at Work” with similar concepts- Acts of Service, Quality Time, Words of Affirmation, Tangible Gifts and Appropriate Physical Touch.

## Exercise 4: Self-Reflection

Do you know how to appreciate your team the way they want to be appreciated?

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When was the last time you celebrated your team or individual contributors? What did you do? Was it meaningful?

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## Establish Your Credibility



# Leveraging LinkedIn for Success

Your digital persona starts with your profile. You're representing the company you work for and yourself online. It's important you have a professional profile that demonstrates your **brand** identity. On my first day of the job I trained my whole company on this. Why? Because we win- TOGETHER!

## Exercise 1: SSI Score

Visit [www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi) while you're logged into LinkedIn to find out your SSI score.

Real Talk- are you a Voyeur, A Lazy Liker, or a Thought Leader? \_\_\_\_\_

What is your current SSI score as of today? \_\_\_\_\_

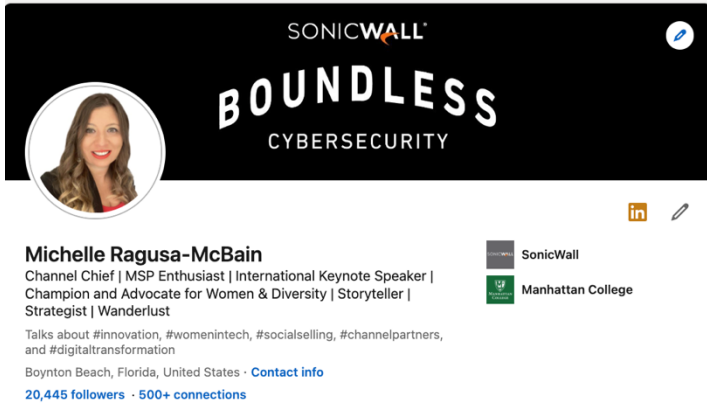
Where does your team stack rank? Don't be threatened- power in numbers!

Pro Tip: I held a quarterly contest and awarded a \$1000 Prize, for the person who grew their score the most over one quarter! \$100 for 2<sup>nd</sup> and 3<sup>rd</sup> place!

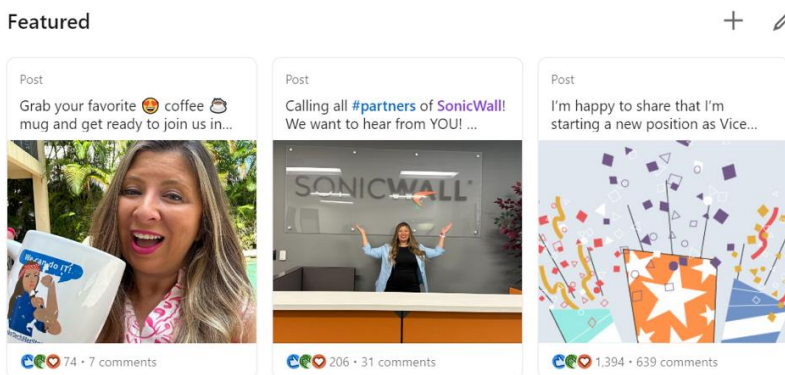
Reminder: your Social Selling Index (SSI) score is made up of 4 components:

1. Establish your professional brand
2. Find the right people (prospects)
3. Engage with content and insights
4. Build relationships

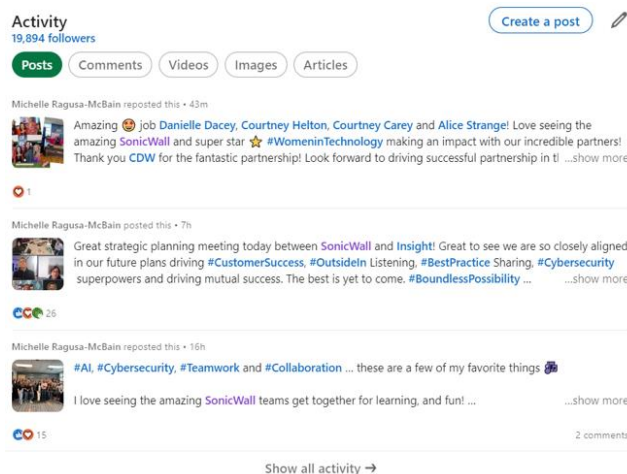
Have you helped build your digital brand since the last time we met? We focused on building your brand to build your business. How have you helped promote and grow. Your team?



- 1. About You** – Share your WHY. Build it for your company. Learn why they want to get up and come to work every day.
- 2. Featured Content** – showcase your best content on your profile. Welcome shout outs to your team and their success! Ask for feedback.




- 3. Activity** – Celebrate shared wins.



**4. Experience** – you have the ability to show your job and an expertise you have. Coach your teams how to show their success!

Experience + ✎





**SonicWall**  
Full-time · 5 mos  
Miami, Florida, United States · Remote

- Vice President of Global Channels**  
Aug 2023 - Present · 2 mos

Skills: Global Marketing · Business Development · Channel Sales · Public Speaking · Team Leadership · Global Business Management
- Vice President of North American Channels**  
May 2023 - Aug 2023 · 4 mos


Excited to help drive boundless cybersecurity opportunities for our partners






**Provider Elevate, Leader for the Global Partner Organization**  
Cisco · Full-time  
Jun 2021 - May 2023 · 2 yrs  
Miami, Florida, United States

My mission is to bridge the relationship with Cisco and Managed Service Provider Partners Around the World through leading our new community Cisco Provider Elevate. I am a Channel Evangelist for SMB M ...see more






**JS Group**  
Full-time · 2 yrs 6 mos

- Vice President of Global Channel & Digital Strategy**  
2019 - Jun 2021 · 2 yrs 6 mos  
Ocean Ridge, Florida


Global Consultant for clients to capitalize on market opportunities, evolve their go-to-market, develop next-gen channel frameworks, ecosystem and community strategies, communication strategies and d ...see more

**5. Volunteering** – What causes are you passionate about, and lead with the heart? Connect with your team and foster what they love and learn why. Want a fun team building activity? Volunteer together! You will leave feeling closer and filled.

← Volunteering ◇ +




**Cisco Club Red Chair for the Triangle Red Cross**  
Cisco  
Dec 2010 - Apr 2012 · 1 yr 5 mos




**Chairperson**  
CompTIA  
Jul 2014 - Sep 2018 · 4 yrs 3 mos  
Civil Rights and Social Action


Serve as Chairman Emeritus of CompTIA's Advancing Women in Technology Group




**Board Member**  
The Channel Company  
Sep 2017 - Sep 2019 · 2 yrs 1 mo  
Civil Rights and Social Action




**Coordinator Of Volunteers**  
Ronald McDonald House Charities  
Sep 2015 - Sep 2018 · 3 yrs 1 mo  
Children



**Coordinator Of Volunteers**  
International Animal Rescue  
Sep 2008 - Sep 2010 · 2 yrs 1 mo

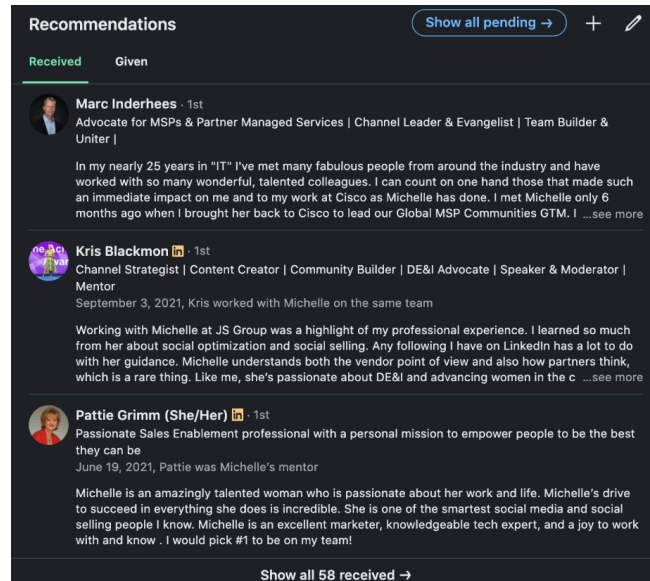


**Coordinator Of Volunteers**  
American Red Cross  
Sep 2018 - Sep 2019 · 1 yr 1 mo



**Co-Founder**  
Tech World's Half  
Jan 2017 - Present · 6 yrs 5 mos  
Human Rights

6. **Recommendations** – make sure you have recent ones on your profile – and be sure to share some for your team. How do you celebrate their wins? E-mail awards? Plaques? Certificates? Money? Time Off? Words?



Reflect: When was the last time you wrote a LI recommendation for a colleague or an employee?

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## Exercise 3: Fill in the Blanks

RFM - Recency, Frequency and Mentoring

R \_\_\_\_\_: how recently has your team heard your “voice”?

F \_\_\_\_\_: how frequently do you engage with them?

M \_\_\_\_\_ of \_\_\_\_\_: how is the relationship moving forward?

## Exercise 4: RFM in Practice

Engagement	Point Value	Your Number	Total
Listening to an idea without responding	0 Points		0
Sharing an idea without seeking input	0 Points		0
Weekly team meetings	1 Point		
Weekly/Monthly 1:1's	2 Points		
Mentoring	3 Points		

What did you score? \_\_\_\_\_

## Key Takeaways

What is your biggest takeaway from today?

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### Prioritizing Your Team

Use the 3 questions below to evaluate your leadership style:

- 1) Do you and your team wake up energized to go to work? Y or N
- 2) Have you tried to understand and solve their pain points to help them succeed?  
Y or N
- 3) Have you clearly laid out your mission, and sought to understand your employees' styles, superpowers, and opportunities to drive that shared success? Y or N

If all of these answers are YES, you are on the right track for the team.

## Homework

- Complete your survey of 5 people in your life to better understand your strengths and weaknesses, and have your employees do the same.
- Evaluate your styles and have an open discussion to improve and support one another, and welcome diversity of thought .
- **Let's connect on LinkedIn:**  
<https://www.linkedin.com/in/michelleragusamcbain/>

