Authentic Team Leadership 3.0: A Third Annual Team Growth Workshop:

Leading Your People in 2017
Reviewing The Hierarchy

• Situational Leadership & Parabolas Created by 4 Stages

• Abraham Maslow’s Hierarch of Human Need:
  • Lions and Caves
  • Losing Team Members through Poor Communication
    • Dropping Down the Hierarchy (“We had a very down month” vs. “Our month was less up”)
    • Right People, Right Seat, People you genuinely like
    • Spend time and cater to their level of human need
Stages 1-4 – What we all go through in everything we do
Abraham Maslow’s Hierarchy

- **Physiological needs**: hunger, thirst, and so forth
- **Safety needs**: to feel secure and safe, out of danger
- **Belongingness and love needs**: to affiliate with others, be accepted, and belong
- **Esteem needs**: to achieve, be competent, and gain approval and recognition
- **Cognitive needs**: to know, understand, and explore
- **Aesthetic needs**: symmetry, order, and beauty
- **Self-actualization needs**: to find self-fulfillment and realize one’s potential
The Statistics

- 20% of employees will get a new job this year
- Unemployment hovering around 5% (lowest in a decade)
- College graduates only have a 2-3% unemployment rate
- Millennials care about quality of life
- Examples of our recent positions filled (San Fran, Houston, New Jersey, Toledo, Charlotte)
- So retention is important for revenue, cost control, and more
Leadership in 2017

• Drive and Lose

• Retain Lazy

• How do we retain driven talent?
Retaining Driven Talent

• Start by hiring driven talent:
  • Seek people looking for esteem and achievement needs (blue level), which may include 20 and 30 somethings, those re-entering the work force, those with something to prove
  • Set expectations in the interview – most people can become driven – impossible to hire all intrinsically driven people
  • Set expectations on the first day on the job
  • Ensure most profit center positions are paid on incentives (PCCs, Practice Administrators, front desk, insurance billers)
  • Surround them with positive people and ensure they are aligned with those sipping the Kool-Aid
Retaining Driven Talent

• Cultivate an environment that encourages results
  • Living wages with upside (Safety)
  • Fun (loving, belongingness)
    • Monthly team night out
    • Celebrate birthdays
    • RBTF (Risk Being the Fool)
    • Inside Jokes (Bobble)
  • What is your hobby? Do you invite others to have hobby time with you?
  • Be good to people when they leave – be so good they can’t imagine leaving
• This leads to the space necessary to go from esteem to achievement needs (drive)
Retaining Driven Leads

• True Leaders Need Exploration (Red):
  • Leads to innovation, long term retention, core business leadership
  • Must have purples, green, blue first (the house you are building through leadership)
  • It’s time to invest:
    • Seminars (This, Tony Robbins, YellowTelescope Training Seminar, LiFO, retreats)
    • Demand vacation is taken and provide plenty
    • Live the example – do people want to be you? Spend money on yourself and others.
    • Shout from the rooftops
    • Do people see you on social and email in their resume they want to be a part of it so bad?
    • Integrity, integrity, integrity
    • Invite parents and spouses to events – demand it
    • Speak of the future
Things we did in 2016

• LA, San Diego, New Orleans, Portland (Maine and Oregon 😊), Houston, Greece, Vegas, Charlotte, Peru, Rome, Sailed the British Virgin Islands, Detroit, Austin, Detroit again, bought a new house on the water and of course needed a new truck to go with it, moved to bigger offices in South Beach to accommodate our growth and bought a sweet yellow couch to boot, started iScreamSocialMedia which has already taken off with many happy customers, doubled our SEOversite and YT clients, welcomed baby Oliver into the world with another nephew on the way, ate amazing food and saw amazing things in Rome and Peru, and went fishing more

• Guess what we are doing in 2017? We don’t know either!
Summary

• Times are Less Tough Which Means Managing, Retaining, Driving and Growing Talent is Getting Tougher

• Provide Safety and “Love” to Create Driven People

• Cultivate and Innovate by Creating Opportunity to Learn and Grow Personally in/out of the office

• Read, grow personally – be green and growing, not brown and dying

• Create “Lifers” With True Sustained Passion by Living Your Dream and Sharing it with the World
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