



NEW HOME
STRATEGISTS

Powered by The Lones Group

THE RIPPLE EFFECT OF GREAT LEADERSHIP

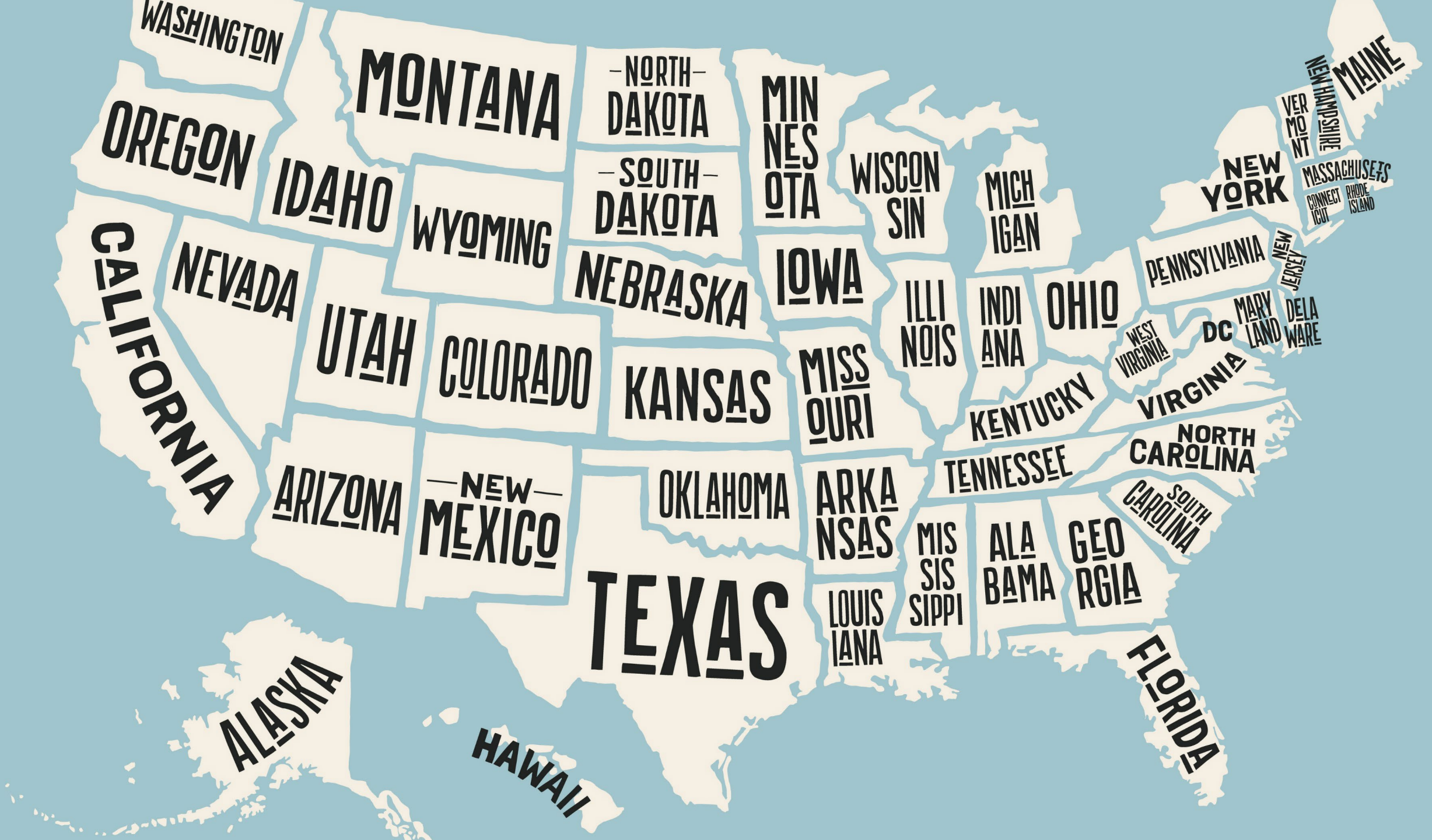
- Denise Lones -



A red paper airplane is positioned at the top center, appearing to lead a group of grey paper airplanes that are scattered below it. The background is a solid blue color.

Great leaders shape a culture of excellence.
They impact NOT ONLY performance and profits
but also morale, innovation and growth.

- *Denise Lones*



PEOPLE , PROCESS, PRODUCT – THE TRINITY OF LEADERSHIP



WHAT SETS GREAT LEADERS APART?



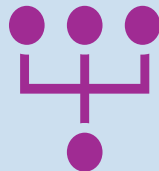
They CONSISTENTLY lead by example



They ENCOURAGE ENGAGEMENT



They INSPIRE ACTION



They CONTROL the PROCESS, NOT THE PEOPLE

DID YOU KNOW?

Most people in leadership positions
aren't leading.

They're managing, coordinating,
directing — *but not leading.*





You may automatically be THE leader (THE AUTHORITY)

- But you are not *automatically* a GREAT LEADER
- A great leader *inspires ACTION*
- You may not be THE LEADER in your organization BUT you are looked at by others as a GREAT LEADER

A man and a woman are shown in a close-up, smiling and engaged in conversation. The man, on the left, has dark hair and a beard, wearing a light blue shirt and glasses. The woman, on the right, has blonde hair, wears glasses, a light blue blazer, and a patterned blouse. They are in an office environment with a computer monitor visible in the background.

The best leaders make people
feel as if
they are NOT
being led at all

*Their mere presence inspires
action and purpose!*



GREAT LEADERSHIP STARTS WITH *self leadership*

- Think of the best leader or boss or manager that you have ever worked under?
- Was it about how they performed?
- Or was it about how they got you to perform?



MYTH

1

TRADITIONAL LEADERSHIP
STYLES PREDICT EFFECTIVENESS



Elon Musk
Tesla & SpaceX

1. Visionary

Paints a big-picture goal and inspires the team to pursue it.

Best when:

You're setting direction and inspiring long-term vision.



Satya Nadella
Microsoft

2. Democratic

Asks the team for input and values everyone's ideas.

Best when:

You're encouraging ideas and building strong team buy-in.



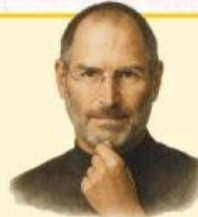
Mary Barra
General Motors

3. Servant

Puts people first and helps them do their best work.

Best when:

You're building trust, loyalty, and a people-first culture.



Steve Jobs
Apple

4. Autocratic

Makes decisions fast with little input from others.

Best when:

You're making fast, high-stakes decisions without debate.



Sheryl Sandberg
Meta

5. Coaching

Guides and develops people to grow and succeed long-term.

Best when:

You're building talent and focusing on long-term growth.



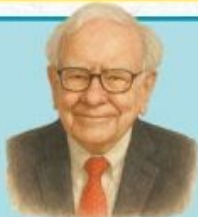
Oprah Winfrey
OWN Network

6. Transformational

Pushes bold change and lifts the team to a new level.

Best when:

You're leading change and inspiring bold team evolution.



Warren Buffett
Berkshire Hathaway

7. Transactional

Rewards results and holds people to clear goals.

Best when:

You're driving results through structure, goals, and rewards.



Sir Richard Branson
Virgin Group

8. Laissez-Faire

Gives people freedom to lead their own work.

Best when:

You're giving experts space to lead with autonomy.



Indra Nooyi
PepsiCo

9. Situational

Adapts to what the team or task needs most.

Best when:

You're adapting your style to meet fast-changing demands.



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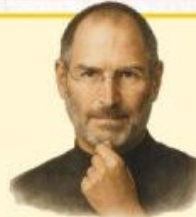
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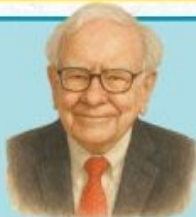
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RELATIONSHIPS, PEOPLE

FACTS, DATA, TASKS



PROMOTERS

SUPPORTERS

CONTROLLERS

ANALYTICALS

RELATIONSHIPS, PEOPLE

FACTS, DATA, TASKS



PROMOTERS
TRANSFORMATIONAL

SUPPORTERS
DEMOCRATIC
PARTICIPATORY

CONTROLLERS
AUTOCRATIC
AUTHORITARIAN

ANALYTICALS
DELEGATIVE

The background of the entire slide is a photograph showing several hands reaching in from different angles, carefully placing and fitting together interlocking puzzle pieces. The lighting is warm and slightly dim, creating a sense of teamwork and problem-solving. The puzzle pieces are light-colored, contrasting with the darker tones of the hands and the overall background.

MYTH

2

TRADITIONAL LEADERSHIP BELIEFS
ARE BECOMING LESS EFFECTIVE



THE PROBLEM -TRADITIONAL LEADERSHIP DOESN'T ADDRESS REAL LEADERSHIP ISSUES

- It's NOT about the LEADER
- It's about the TEAM you assemble to execute!
- It's about the NEEDS of the company, organization or business





WHAT DOES YOUR BUSINESS, ORGANIZATION, OR COMPANY NEED?

- Increased sales?
- Increased membership?
- Better client/member care?
- Better processes?



WHAT DOES YOUR BUSINESS/ORGANIZATION/COMPANY NEED?

- Increased sales
- Increase membership
- Better client/
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- Better processes



PROMOTERS
TRANSFORMATIONAL



SUPPORTERS
DEMOCRATIC
PARTICIPATORY



CONTROLLERS
AUTOCRATIC
AUTHORITARIAN



ANALYTICALS
DELEGATIVE

A hand holding a compass over a desert road. The hand is wearing a green long-sleeved shirt. The compass is a standard analog compass with a white face and black markings. The background shows a paved road stretching into the distance, flanked by dry, yellowish-brown hills and a small body of water on the left. The scene is captured in bright, warm sunlight, suggesting a clear day in a desert environment.

A BETTER WAY TO LEAD

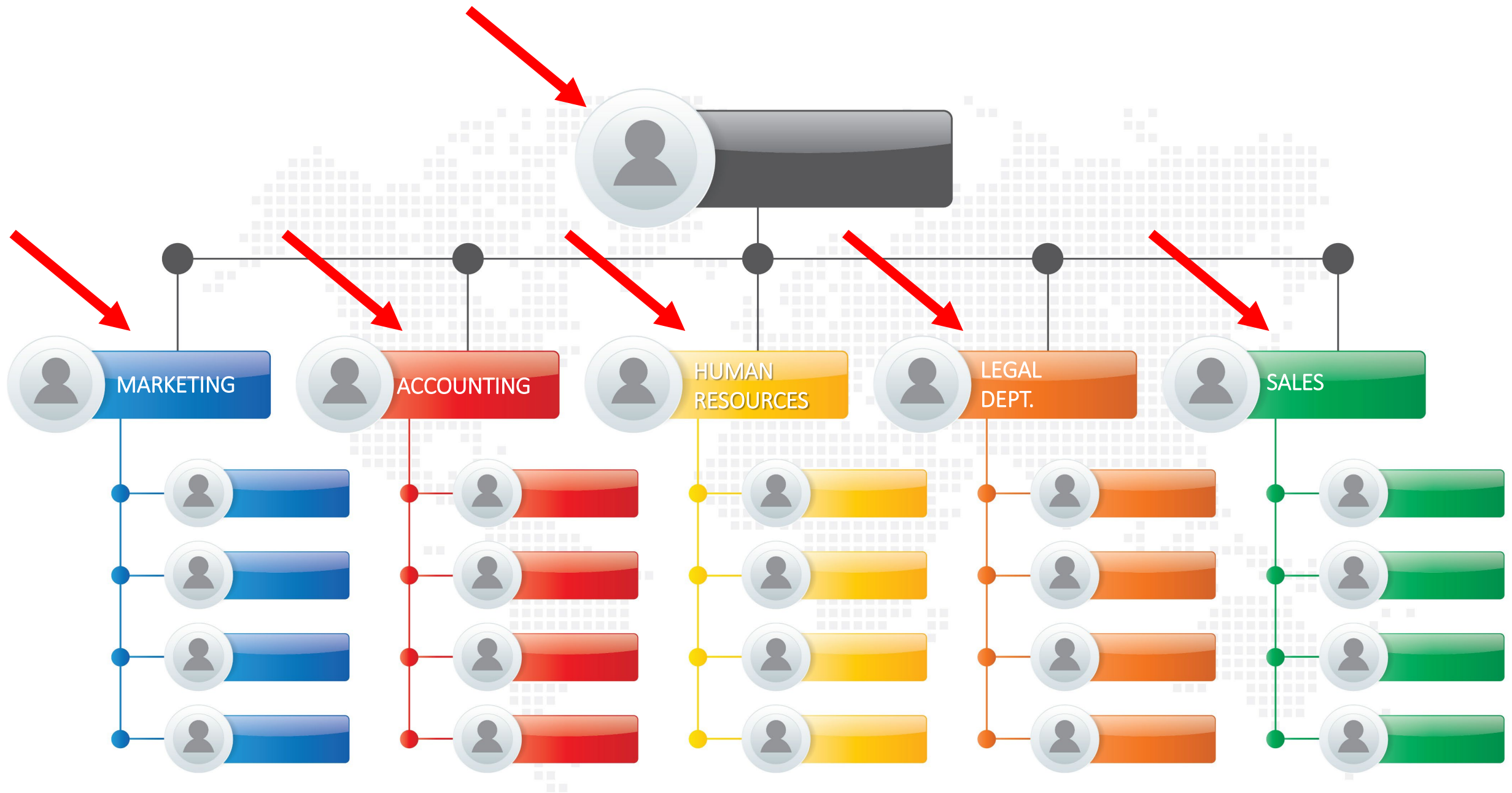
TRADITIONAL

VS

NETWORK

- Has an authoritarian style
- Uses disciplinary actions
- Uses formal power to influence others

- Has a collaborative style
- Uses motivational techniques
- Uses others power to influence action





Leadership by the few does not help us solve the problems ahead and we need to get many minds together

The Problem With The Solo Leader

SPEED AND SCALE

Solo leaders can become a bottleneck of speed and scale

IDEAS

Solo leaders can miss ideas as they are too busy and there is no mechanism for capturing those ideas

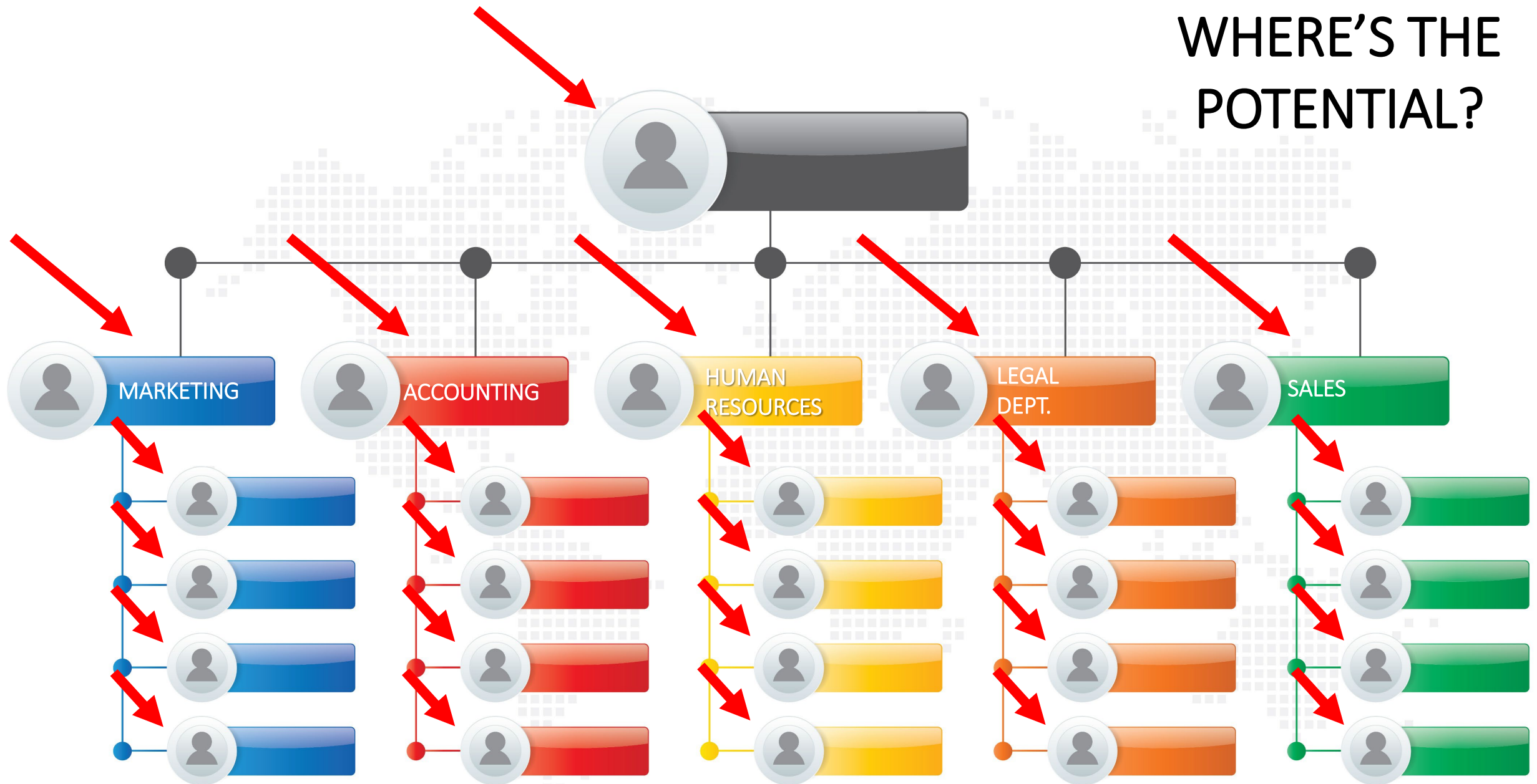
POTENTIAL

Solo leaders can miss potential that exists all over the chart



Tap into everyone's
knowledge and creativity

WHERE'S THE POTENTIAL?



NETWORK LEADERSHIP

Subject: MEMBERSHIP DRIVE

From: Alice

To: Team Alpha

Hi Team,
I am wondering if anyone has any ideas for membership events, I would love your feedback

Thanks,
Alice

From: Mark

To: Alice Johnson, Team Alpha

Hi Alice, I was involved in a very successful membership drive a few years ago with my previous job, would you like to meet and discuss , Mark

From: Patty

To: Alice Johnson

Hi Alice, have you thought about doing a “meet and greet” for potential new members?

UNCOMFORTABLE CONCEPT - #1

GREAT LEADERS DON'T
CONTROL

*They recognize a carrot is
more powerful than a stick*





CONTROL

STOP
CONTROLLING

CONNECTION

START
CONNECTING

UNCOMFORTABLE CONCEPT - #2

LABELS AND
HIERARCHY LIMIT
PROGRESS





Everyone has something
to share....even if it's not
what you want to hear!

UNCOMFORTABLE CONCEPT - #3

SHARING YOUR
IMPERFECTIONS IS
POWERFUL



SHARE YOUR IMPERFECTIONS



TALENT
deficiency



SKILL
deficiency



KNOWLEDGE
deficiency

BUT YOU CAN'T WAIVER ON THE NON-NEGOTIABLES



INTEGRITY



EMPATHY



PATIENCE



CONNECTION

BUT YOU CAN'T WAIVER ON THE NON-NEGOTIABLES



INTEGRITY



EMPATHY



PATIENCE



CONNECTION

UNCOMFORTABLE CONCEPT - #4

TALK LESS
LISTEN MORE



LISTEN



TALK





THE NATURAL TENDENCY OF LEADERS

Most leaders are fast talkers, fast thinkers, and fast processors

Most good leaders interrupt people A LOT

Stop listening to RESPOND, listen to UNDERSTAND



BUT LISTENING IS ONE OF THE HARDEST THINGS FOR A LEADER TO DO

Leaders are used to:

- Talking
- Presenting
- Strategizing
- Directing
- Planning
- Budgeting



LEADERS ARE NOT USED TO... *REALLY LISTENING*

Fully immersed LISTENING means you are listening for:

- Tone
- Pauses
- Body Language
- Unspoken emotion
- Hesitation

And listen with EMPATHY or FEEDBACK

A group of people, including a woman in a yellow shirt and grey overalls, and a man in a blue shirt and orange safety vest, are smiling and looking at blueprints in a construction site. Other workers in safety gear are visible in the background.

GO ON A LISTENING TOUR



USE LISTENING TO GET INSIGHT

- Why did you think the social media campaign we did wasn't a big success?
- What do you think we could have differently?
- If you had been solely in charge what would you have done?

UNCOMFORTABLE CONCEPT - #5

MOST LEADERS NEED
TO STRENGTHEN THEIR
PERSONAL SELF-
DISCIPLINE MUSCLE



LEADERSHIP REQUIRES A PERSONAL SELF DISCIPLINE AUDIT





AUDIT: What have you done lately?

- Great leaders grow LEADERS
- Great leaders grow THINKERS
- Great leaders grow an ACTION MINDSET
- Great leaders CLONE THEMSELVES

*GREAT LEADERS TEACH CRITICAL THINKING SO
THEY DON'T HAVE TO DO EVERYTHING OR BE
EVERYWHERE*



The Great Leadership Ripple Effect



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SUMMARY

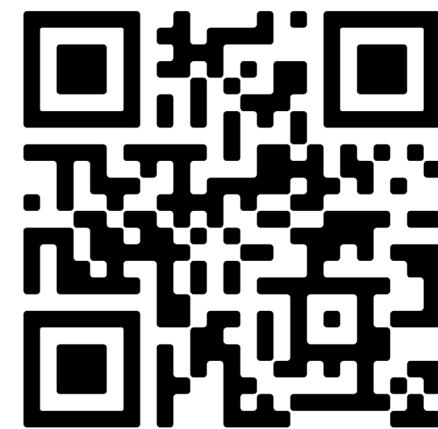


BUILDING LEADERS
SUMMIT



NEW HOME STRATEGISTS

Denise Lones
M.I.R.M., CMP, Master CSP
360-527-8904
Denise@TheLonesGroup.com
www.NewHomeStrategists.com



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