

LEADERSHIP NEWS

Creative Shift Newsletter

December 2015

Top ten tips for leadership

The following tips were written as part of Helga Henry's final reflection as a Clore Fellow. This two-year leadership programme comprises world-class development, talks from cultural and academic leaders, mentoring and a short secondment, in her case in Brooklyn, New York.

1 “Know yourself, be yourself, look after yourself. Everything else will follow” – Sarah Weir, *“Exiled in Paradise”* from the *Cultural Leadership Reader*

2 Communication: It is a cliché, but perhaps for a reason. You can never communicate enough. Whenever you assume that people are with you and know what is expected of you or them, you can be mistaken. A great way of thinking about it is that if the message isn't getting through – we tend to blame the recipients, instead we should look at the transmitter, not the receiver ask yourself *“What is it in my communication that is not being picked up?”*

3 “Tell your story” - Nii Sackey of Bigga Fish. Articulate your organisation's vision and imbue the story with your organisation's values.

4 Play to your strengths: Reveal your weaknesses.

The first in an occasional newsletter focusing on skills for great leaders.

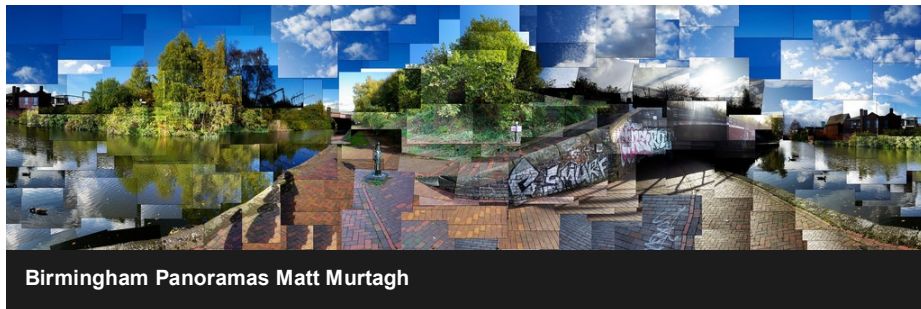
“Helga is an absolutely dynamic presenter at the top of her game.”

“[My colleague] and I felt so motivated following the session with Creative Shift that we felt like we could stand up and talk in front of everyone – and immediately informed our boss to that effect! It completely changed the way that both of us worked, freeing our CEO to concentrate on strategy instead of presenting in our place”

Feed back from participants

In This Issue

- Top tips for leadership
- Public Speaking: the essential leadership skill
- Presentation skills solutions
- Results and special offer



Public Speaking: the essential leadership skill.

Public speaking guru Patricia Fripp says that "Outside the privacy of your own home, all speaking is public speaking". So speaking at meetings, internal and external, networking and building business relationships, even reporting back to boards, steering committees or other stakeholders all present opportunities for you to hone your leadership skills.

In this wider context, your ability to communicate effectively, listen deeply and "tell your story" becomes even more crucial in a bid to serve your, or your organisation's, vision. It's much easier to listen to what is being said if you are not listening to your own fears and anxieties about what it is you're going to say next and how.

It is often assumed that public speaking skills are required to be a strong charismatic leader in the mould of many politicians. But leadership is less about the ability to rouse a rabble, storm a barn or garner a standing ovation as much as it is about being able to present an argument for your case (in whatever context) crisply and effectively. Thus leadership becomes less about temperament or personality, and more about a learnable set of skills, chief amongst which is presentation.

5 Use your “hustle muscle”.

6 Build your network – not in terms of quantity but in terms of quality.

7 The ‘Forest Fire’ analogy – New growth is often something that is only possible when there has been a clearing.

8 Learn to deal with criticism – if your head is above the parapet, then some people will take a pot-shot.

9 Look up – when you are getting bogged down or struggling, look up. Both physically and metaphorically. The world is huge.

10 Leading a group of people is a bit like driving a car – you have to operate constantly on three horizons: now, the near future and the ultimate vision or goal. When I learned to drive I was taught to glance at the rear view mirror and then systematically focus on the road immediately ahead, the middle distance to anticipate hazards and plan ahead. But of course ultimately, you have to know and reach your destination. As a leader – you spend longer on the ultimate destination and the hazard anticipation than when you are more “operational”.

Typical Results

Previous delegates from presentation skills coaching speak of:

the way it eliminates the fear of public speaking

how it gives them the confidence to get out there and show their expertise

“This has been the biggest step-up of all: learning to...stand up in front of others and encourage digital transitions in the workplace. I couldn't have done this without the help of ... Creative Shift

how it all takes place in a relaxed and enjoyable atmosphere.

“Brilliant. It was relaxed and informal. We weren't made to do lots of workshops. There was a very positive



Helga Henry Director of Creative Shift in presentation mode.

Our Solution:

Our presentation skills training for executives covers:

- 3 key secrets that you need to know before you present ANYTHING in any context
- How to move away being reliant on Powerpoint and deliver a powerful message
- Effective delivery skills so that what you say inspires action... and results!
- How to 'be yourself, with more skill' rather than 'pretend to be someone else'
- How the voice works – warm up and other vocal techniques and how the professionals approach speaking in public

