

## Program Description

### *Future Trends -*

# The New Definition of Leadership

Keynote or Concurrent Session

*Theme: Building leadership at all levels, Setting high standards, Personal "Branding"*

Simply put, leadership is at the core of the workplace issues on our collective front burners. At the same time, the new workforce has shorter attention spans and higher standards, and the leadership model must change to reflect this new world. Karl shares how good leadership can be the "silver bullet" for today's workplace issues, and gives "real-life" examples of how to grow a leadership culture in any organization.

#### Topics covered include:

**The rules are changing**—What is behind the new challenges, and how it will get worse.

**A short list of what makes a leader** — the four main character traits in leadership.

**A job description** for a modern leader.

**Why is leadership so hard to attain?** Three reasons why leadership is so elusive, and two ways to fix the problem.

**Managers v. Leaders**—how to tell them apart.

**Personal Branding**—Becoming CEO of "You, Inc.", and how to make yourself stand out.

**What is the real "Power of You?"**

**How to make order from the chaos**, and the importance of standing for something.

**Shakespeare got it right** — the passage from "Hamlet" that summarizes it all.

#### Overall lessons learned:

Leaders are authentic.

Leaders are listeners, and are fueled by curiosity

Leaders encourage, but are never satisfied. They are always raising the stakes

Leaders provide direction (That's different than providing the answers)

Leaders make unexpected connections. They see patterns

Leaders protect their people from danger, but expose them to reality.

Leaders stand for values that don't change

And, finally, leaders make more leaders.

This presentation starts with some appropriate humor, is heavy on "how-to" content in the middle, and very inspirational at the end. The very first time this speech was presented, the audience responded with a spontaneous standing ovation.