

How To Lead People So They Want You To Lead Them Again

Joshua Spodek
Joshuaspodek.com
Ivy Exec
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Why attend?

- ▶ Benefits of leadership yourself and your teams
- ▶ Want tools to lead better
- ▶ My goal: simple, powerful tool anyone can use
- ▶ You will want others to use it with you

Example

- ▶ World Bank manager led well in some areas but not others

Who is Joshua Spodek and why should I care?

- ▶ Academia to entrepreneurship to teaching and coaching leadership and entrepreneurship
- ▶ Analytical (geeky) to caring about emotions and motivations
- ▶ Very simple instructions regarding emotions and motivations
- ▶ Will post slides on joshuaspodek.com

You can lead in almost any situation

- ▶ You can lead almost any situation
 - ▶ Not by being alpha or having authority
- ▶ Independent of authority. Applies to your manager, people outside your organization, family, etc

When most people think about leadership

- ▶ External tools
- ▶ Carrots and sticks guide more than motivate or inspire
- ▶ People already have powerful emotions
- ▶ Especially in this community
- ▶ Challenge is accessing them

Core practice in leading people so they want you to lead them again

1. Ask them about their motivation and passion
2. Confirmation cycle
3. Reach Timbuktu emotion
4. Connect their passion to your task

Ask them about their motivation and passion

- ▶ Many ways to ask
- ▶ Say “passion”?!? Really?!?
- ▶ No one will complain “He's such a jerk for caring about my passions.”
 - ▶ If you don't use the word passion, how much passion do you expect in your life, *especially* at work?
- ▶ Motivations and vulnerabilities

Confirmation cycle

- ▶ Expect them to correct you
- ▶ Continue confirmation
- ▶ How it feels to them
- ▶ If you stop here, they'll remember you as someone who cared about and connected with them
- ▶ More at [“How to make someone feel understood: the Confirmation Cycle”](#)

Understanding versus feeling understood

- ▶ You understanding happens in your head
- ▶ Them feeling understood happens in theirs
- ▶ Which matters for their motivation?
- ▶ Risk of saying you understand

Timbuktu emotion

- ▶ Emotions anyone would understand
- ▶ Their demeanor will change
- ▶ Clear feelings of “Finally! Someone understands and cares.”

Connect their passion to your task

- ▶ Obvious in abstract but can confuse in practice
- ▶ Everyone has a vehicle inside them. They need a road to ride on.
- ▶ People feel like “Finally I can do what I always wanted to for the reasons I always wanted to!”
- ▶ You have to prepare to accept
 - ▶ For example, often get out of lulls by giving *more* work
- ▶ See [Kareem Abdul-Jabbar video on John Wooden](#)

Tips

- ▶ Put their interests first
- ▶ Not higher calling but *personal* calling

Examples

- ▶ Book agent
- ▶ World Bank client

Next steps

- ▶ Personal preparation, how to follow up, practice, common patterns, etc

Thank you

Joshua Spodek
josh@spodek.net
www.joshuaspodek.com