

**Your Blueprint  
to  
Transformational Leadership**



**Prepared for:**  
**First Name Last Name**

## What is the DWG “Learn and DO” System?

“Learn and DO” is a unique commitment to learning and action. Substantial growth occurs when we learn and then act upon that learning. “Learn and DO” is a decision to learn, help others learn and commit to immediate implementation. The commitment to immediate action is made even before the learning begins. Will you commit today to “Learn and DO?” Exponential growth awaits you if you’re willing to act upon even a small part of what you learn.

## Transformational Leadership



A DWG “Learn & DO” talk

## The Rearview Mirror, the Seat & the Windshield

### Also known as the Past, Present & Future

Picture this...you're driving this beautiful Ferrari. You're working through the gears and increasing your speed. As your speed increases you hit 140, 150, 160 miles per hour. You cast your gaze on the side rear view mirror, your breathing is picking up and you're beginning to get nervous. It's really hard to drive the car at optimum speed concentrating on the rear view. The rearview mirror represents your past, the seat where you're sitting represents your present and the view out the windshield symbolizes your future.

Many people spend their lives fixated on the rearview mirror, dwelling on what has happened to instead of focusing on what can happen for us. I challenge you to put the past in the past. Sure, the past is valuable, but it's time to shift your attention to the vast possibilities that lie ahead. Look out that windshield and envision the incredible future that awaits you, your family, and your business. Keep your eyes on the road ahead, and let's press the accelerator!

**Let's commit to Learning & DOING together!**

# Looking Forward...



## Defining Leader, Transformational and Transformational Leader

Webster's dictionary defines leader as "...someone with commanding authority and/or influence". But here's the twist: authority and influence can be polar opposites. Commanding authority sounds like control, and influence recognizes the power to effect change without control.

That's why I believe that true transformational leaders are the ones who are constantly growing and improving themselves. They inspire others to do the same, creating a ripple effect of growth and character development throughout their team. A transformational leader can look behind them and see at least one follower who is not only growing but also becoming a leader themselves.

So, let's redefine our understanding of leadership. At its core, a leader is someone who can look behind them and see followers, and a transformational leader is someone who can lead others to grow personally and professionally.

### What is a Transformational Leader?

Leader...a person who has commanding  
authority &/or influence...

Transformational...changing in character

### Could it Be?

Leader...someone who can look behind and  
see a follower...

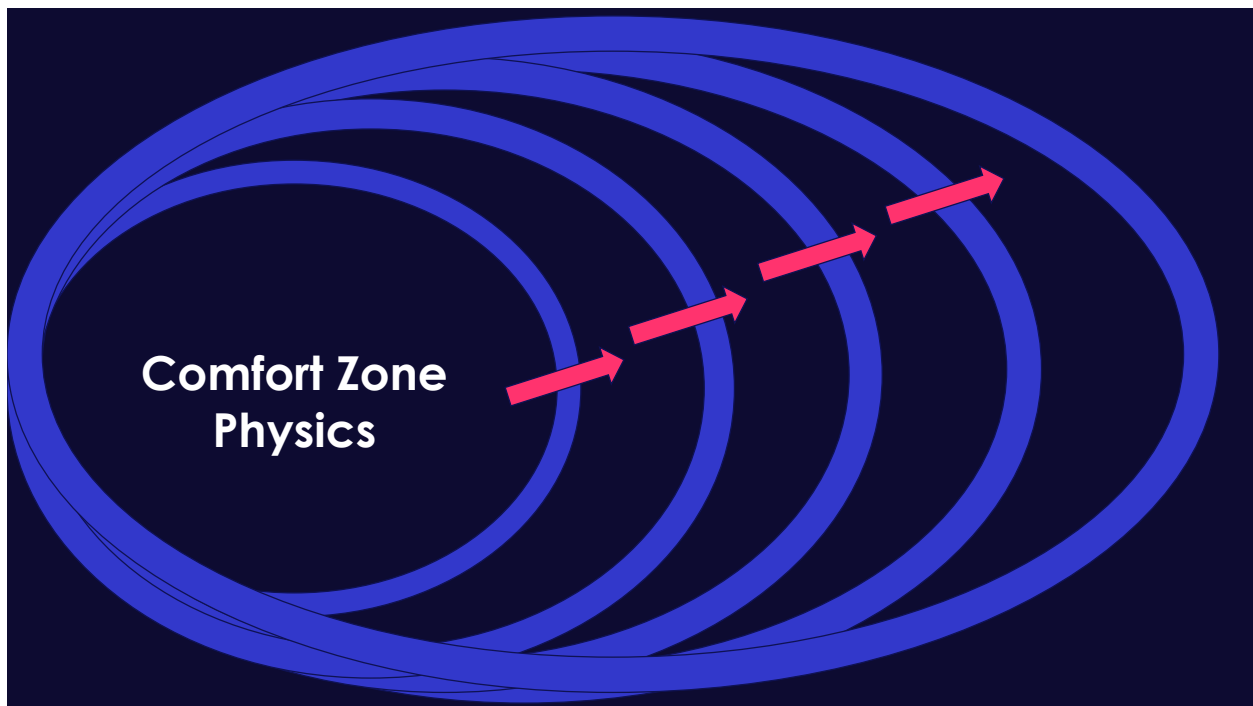
Transformational Leader...the follower(s)  
is/are changing their character...

## Comfort Zone Physics

Ah, the comfort zone – it's cozy, it's familiar, and it's oh-so-tempting. But guess what? There's no growth in your comfort zone. It's like your favorite chair or your go-to pair of shoes – comfortable, but not exactly the recipe for success.

Here's the secret to comfort zone physics: every time you step out of your comfort zone, it automatically expands to include that new territory. And the more you step out, the larger your comfort zone becomes. So, if you want to experience personal and professional growth, you've got to make a conscious effort to step out of that comfort zone every day and explore uncharted territories.

Remember, the best things in life are waiting for you outside of your comfort zone. Challenge yourself, take risks, and embrace opportunities for growth. Trust me, the rewards will be well worth it!



## Understanding the Quotients for Transformational Leadership

We all know of IQ - the iconic intelligence quotient. But have you heard about EQ? That's the emotional quotient, my friends! While IQ is well-established with its formal grading system, EQ is a bit more free-spirited. But here's the kicker: despite our best efforts to believe we're logical creatures, we behave emotionally most of the time. Our brain, the IQ part, plays referee and sometimes vetoes our emotional behavior. But guess what? Most of the time, our brain says "Go ahead, heart! You got this!" That's just how we humans tick.

Now, why am I blabbering about IQ and EQ? Well, they both play a crucial role in transformational leadership. But there's another quotient that's vital to your success: PQ, which stands for the people quotient. And let me tell you, whether you're in construction, accounting, logistics, retail, restaurant, or consulting, we are all in the people business. We rely on people - our employees, contractors, and partners - to provide exceptional products, services, and experiences to our customers. The more we understand our PQ, the more we can tap into our people-centric power and level up our leadership game!

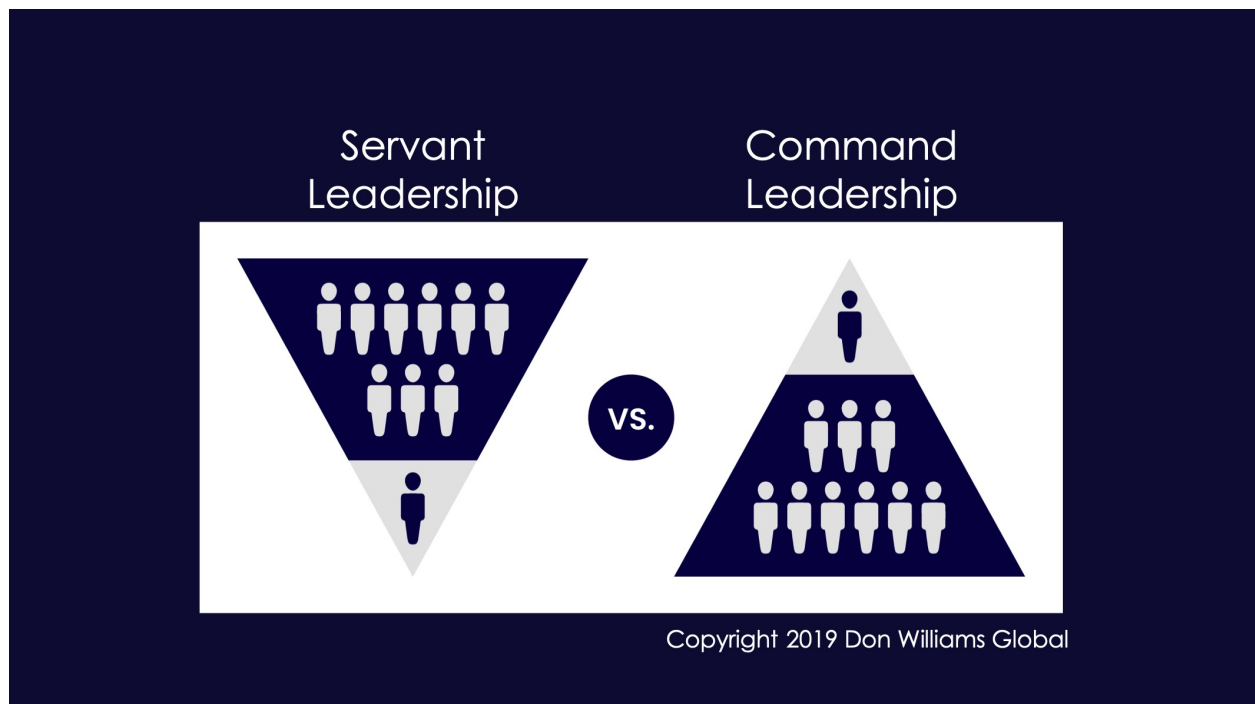




## Command Leadership vs. Transformational/Servant Leadership

Picture this: the classic command leadership style, just like the army. At the top of the pyramid, you've got the Commander-in-Chief - think the President of the United States. And below, there's the Joint Chiefs, the General Staff, the Officer staff, and finally, the enlisted staff. Orders flow from the top, and everyone down the chain better follow them or face some serious consequences.

Transformational leadership flips that pyramid upside down! In this type of leadership, YOU are at the bottom, empowering your team to help you achieve your vision. Your staff is at the top, followed by your management or executive level. It's all about supporting and uplifting those around you. So, whether you call it transformational leadership or servant leadership, it's all about empowering others to shine!



## The Concept of WOW

On a scale of 1 – 10, with 10 being the best, WOW starts at 11 and goes to infinity. It's the rare air that's "above and beyond" normal products, services or experiences. You're on a long-haul flight, everyone around you is preparing to go to sleep, and suddenly, a flight attendant appears out of nowhere and asks if you want a mattress. Yes, a mattress! Who would've thought? But that's what happened to me, and let me tell you, it was a game-changing moment, my friends.

This amazing flight attendant shows up with a four-inch memory foam mattress, wrapped in luxurious 103-count sheets. I mean, talk about attention to detail! As we continue our journey, we find ourselves in Dubai, the busiest airport in the world. Now, you may think clearing customs there would be a dreaded task, but guess what? We had something even more magical than a Disney World Fast pass – included in our ticket price! We bypassed the never-ending lines and sailed through customs with ease. It was like achieving the impossible!

Finally, in Thailand, after traveling for a grueling 24 hours, we were exhausted. But as if by magic, a driver named Don Williams appeared and whisked us away to a luxurious hotel. It was the middle of the night, yet we were greeted with warmth and hospitality that truly made us say, "Wow!" These experiences made me realize the immense power of creating moments that go above and beyond expectations.

When you deliver "Wow" experiences to the people you influence – whether they are your prospects, customers, team members, or even your own family – you are doing something right. These moments have the power to transform lives, build lasting relationships, and set you apart as a leader in your industry.





**Your WOW Share:**

## Gratitude (taken from the book Gratitude Stories from Our Hearts)



My gratitude journey started at the Entrepreneur's Organization Global Leadership Conference in Bangkok, Thailand. A smart lady and now friend by the name of Gina Mollicone- Long was speaking during a break-out session. Gina is a Process Control Engineer by education and a trainer of Performance Coaches professionally. I was lucky to be in the audience when she talked about the role of energy and emotion in human performance. During her lecture, she proposed that humans perform at their highest level when they express or experience gratitude, and at their lowest level when they express or experience fear or shame. Little did I know that thought would completely change my life.

When we returned to the United States, I drove myself to our local Home Depot and bought a small, galvanized pail. It wasn't heavy but it's noticeable, it's shiny, not easy to carry in your pocket and you can't really hide it, the pail is about eight inches tall and eight inches across. I wrote the word "gratitude" on a piece of paper and dropped it the pail. I carried the pail everywhere with me. That pail became a physical reminder to me to be intentional about my gratitude practice. It sat in the passenger seat of my car, in my truck, on the desk in my home office, on the credenza in my actual office, and beside the TV when Sunday movies came on. I did this for six months. The pail was my physical reminder to practice gratitude The interesting thing about gratitude, is the more you practice gratitude the more grateful you become. After six months or so I made the decision, I was going to share my newfound gratitude with my Company Leadership Team.

We started a weekly Gratitude Exercise called One Good Thing. Every Monday at nine in the morning, each member was given one minute or two to share One Good Thing. One Good Thing is a share of whatever a person is most Grateful from their business, family, or personal life from the previous week. It was awkward at first and took a while before people were comfortable enough to really share, but once they did, their stories were eye opening.

Two stories stand out for me. One of my teammates was a parent to a daughter who loved soccer. When it was his turn to speak, he said that he was grateful that his daughter finally introduced him to her friends. You see, my teammate had been attending his daughter's soccer games week in and week out, but his daughter never acknowledged that he was there. Until one day, she did. That tiny moment made my teammates' week.

Another teammate was a new grandmother. We all knew that her daughter was pregnant, and that they were all excited for the baby. What we didn't know was that the baby had been diagnosed with a congenital defect that increased his risk for not surviving to term. If he did survive to term, the doctor said that it would be likely that he would be stillborn. If he wasn't stillborn, he would most likely die immediately after birth. When it was her turn to speak, she said that she was grateful that her grandson was born. Though he lived only an hour, she was grateful to meet her grandson, hold him and tell him she loved him. I thought I was going to teach my teammates about the power of Gratitude, and I learned so much more than I taught.

## Hack #2



## Your Gratitude Share:

## What Do You Want?

We all know goal setting is paramount to achievement. We lead people to a destination or a goal. Where do you want to lead? Here's a simple framework for you and your Teams' commitments to your goal.

- **Time:** Decide to be early or at least on time for each milestone of your goal.
- **Money:** Commit to staying on or under budget.
- **Play Win-Winn outcome:** Does the achievement of your goal benefit you, your customers, your team, your stakeholders, and the world. Establish the goal for a harmonious win-win-win-win-win outcome that aligns everyone's interests.
- **Dream BIG:** Don't be afraid to dream mammoth, ginormous dreams! Make sure your goal is worth leading people toward, just like Bill Gates' vision of a computer on every desk. Embody your own version of Steve Jobs' commitment to providing the most powerful, user-friendly technology experience on the planet!

## What Do You Want?



## What Do You Want?

## See it

Vision in Leadership is a multifaceted concept.

**Own your Vision.** It's vital to have a clear vision of what you want to achieve. Visualize your goals, imagine every detail - how it looks, smells, and tastes. Seeing your vision is essential for truly believing in its possibility.

**Bill Gates Vision** – *“Put a computer on every desk in every home in the World.” Bill Gates, founder and genius behind Microsoft, set out on a mission to put a computer on every desk in every home across the globe.*

**Steve Jobs – User Experience.** *The visionary leader of Apple, may not have formally written down his vision statement. However, he was maniacal about crafting an unparalleled user experience. Steve wanted technology to be intuitive, powerful, and effortlessly accessible.*

**See things from the other person's perspective.** Understanding the power of perspective is crucial when leading others. Adopting the mindset of those you seek to influence will help you cater to their needs and desires. By genuinely seeing things from their point of view, you will be more successful in connecting with and leading them. Remember, their perspective is the one that truly matters.



## What's Your Vision?

## Hack 3 – Seeing Yourself as Others See You

Start using video, even if it's only as a personal growth tool.

**Hack #3**





## Say it

### Clarity

Great leaders are not only visionaries but also exceptional communicators. Clarity lies at the heart of effective communication. By expressing your ideas with absolute clarity, you ensure that your message is understood and embraced by others. Clarity is kind.

### Tough Conversations

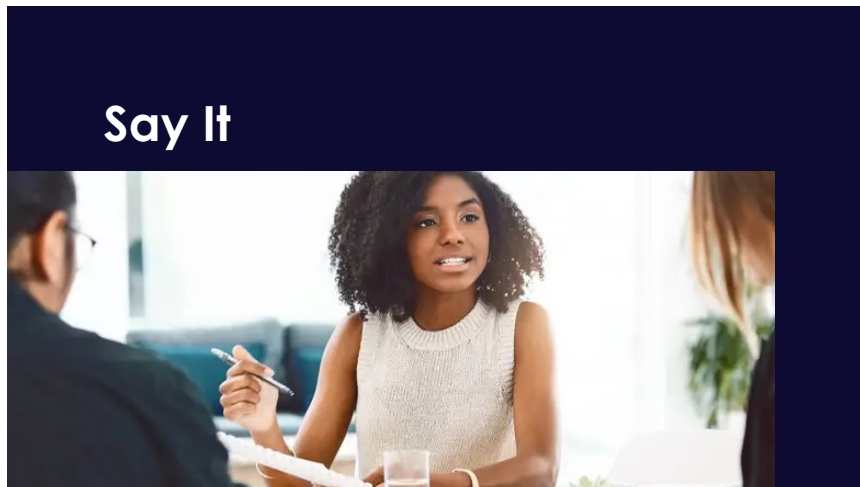
Tough conversations are an inevitable part of leadership. However, many entrepreneurs and leaders struggle to approach these conversations confidently, often leaving the recipient confused or uncertain. If you've thought twice about having a tough conversation with someone on a particular issue, you're probably overdue for that talk.

### Relationships Stand on Communication and Expectation

Building strong relationships requires effective communication and understanding of expectations. By practicing open and honest communication, we can create an environment where expectations are expressed, understood, met & surpassed.

### The Power of Over-Communication

As a leader, it is essential to go beyond basic communication and prioritize over-communication. By proactively seeking to understand the expectations of your team, colleagues, and loved ones, you can address their needs and concerns more effectively. It's probably more important to communicate to the point that people cannot misunderstand than just understand.



## How Will You Say It?

## Live it

## The Ripple Effect of Your Actions

As a leader, your actions speak far louder than words. In fact the screams of your actions many times drown out the sound of your words.

## Embrace the Power of Observation

People naturally observe and judge those they look up to, and as a leader, you are constantly under their watchful eyes, someone is always watching. It's important to recognize that those around you are evaluating you based on what you do, not just what you say.

## Living Your Vision, Living Your Goals

To lead authentically, you must walk the talk. Your vision and goals aren't just words on paper; they are a roadmap for your daily life. Embody your aspirations and lead by example, and you will create a powerful synergy that propels your team and yourself toward success. Let your actions harmonize with your words and watch your influence soar.

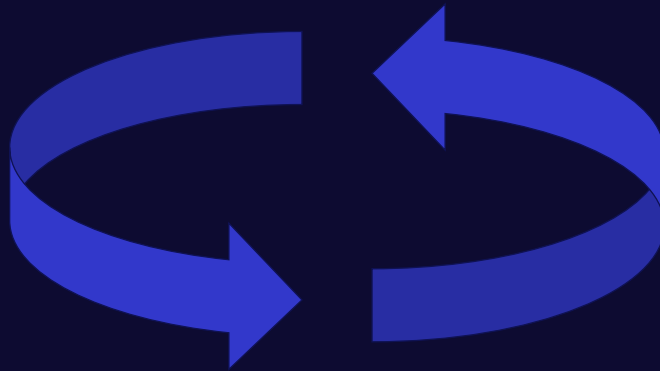


## How Will You Live It?

## Repeat it

Repetition becomes your superpower. Re-visit your goal, communicate and lead by example every day. Repetition can transform the way others perceive and engage with your ideas, turning you into an irresistible force for change.

**Repeat it, Repeat it, etc.**

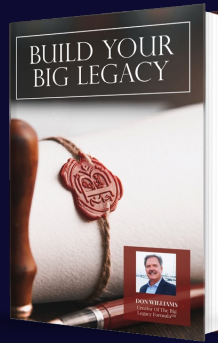
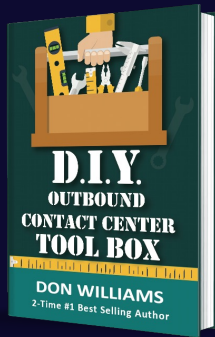


## Conclusion

We've built your blueprint that serves as your roadmap to becoming a transformational leader. This blueprint will guide you through the challenges, equip you with strategies for success, and remind you of your immense potential.

The power to transform lies within you. Take that leap, remember the DOING and let your journey begin. Your destination is waiting, and I believe that you will reach heights you never thought possible.





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