

**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...

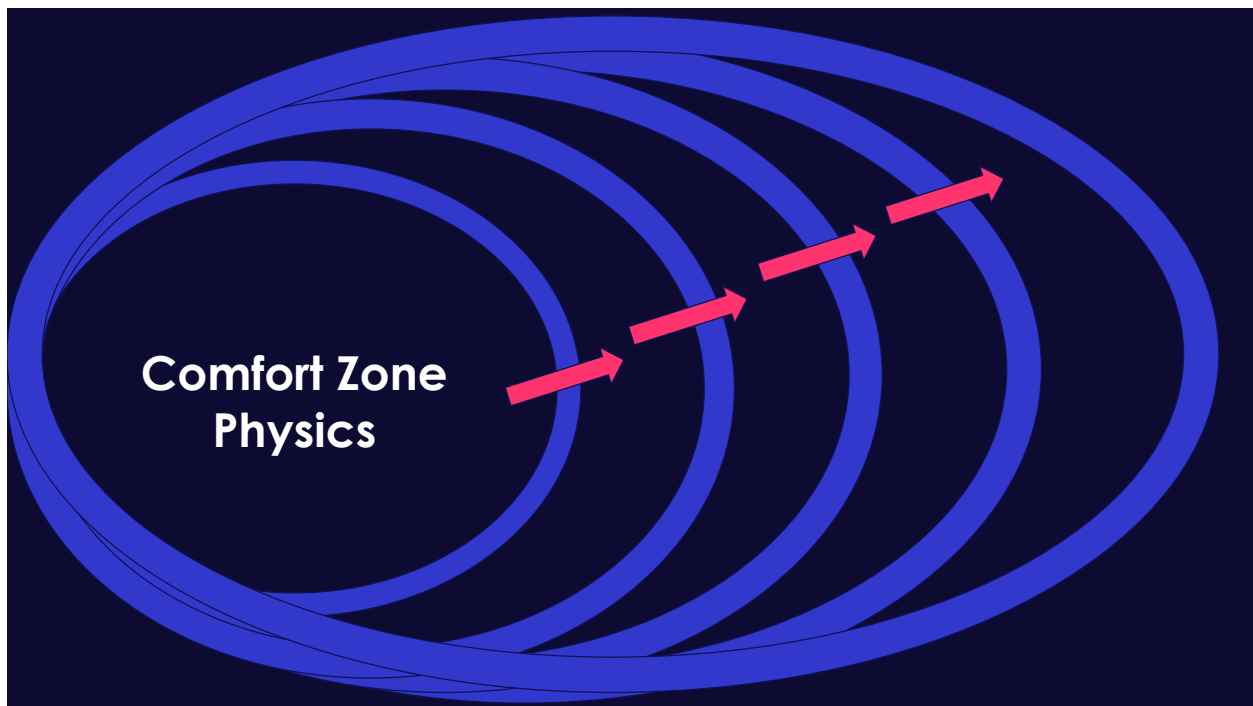
Transformational Leader...the follower(s)  
is/are changing their character...

## 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!

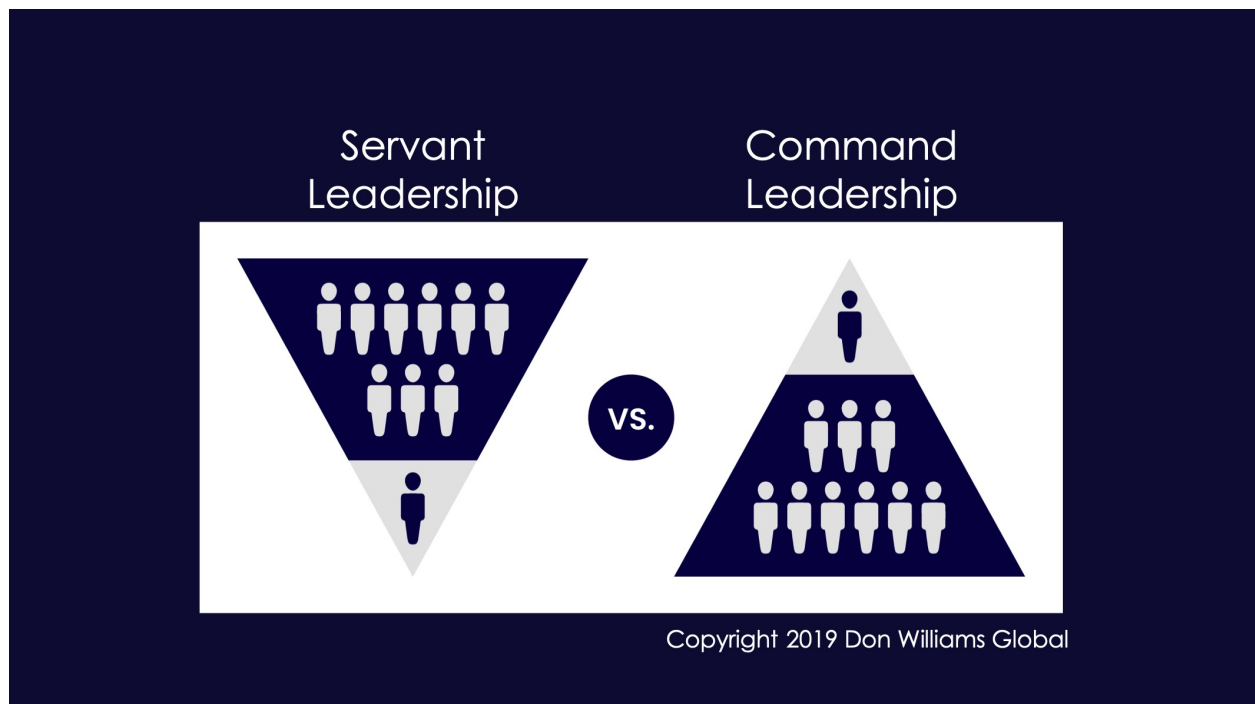




## Command Leadership vs. Transformational/Servant Leadership

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.

