
design leadership for **#introverts**

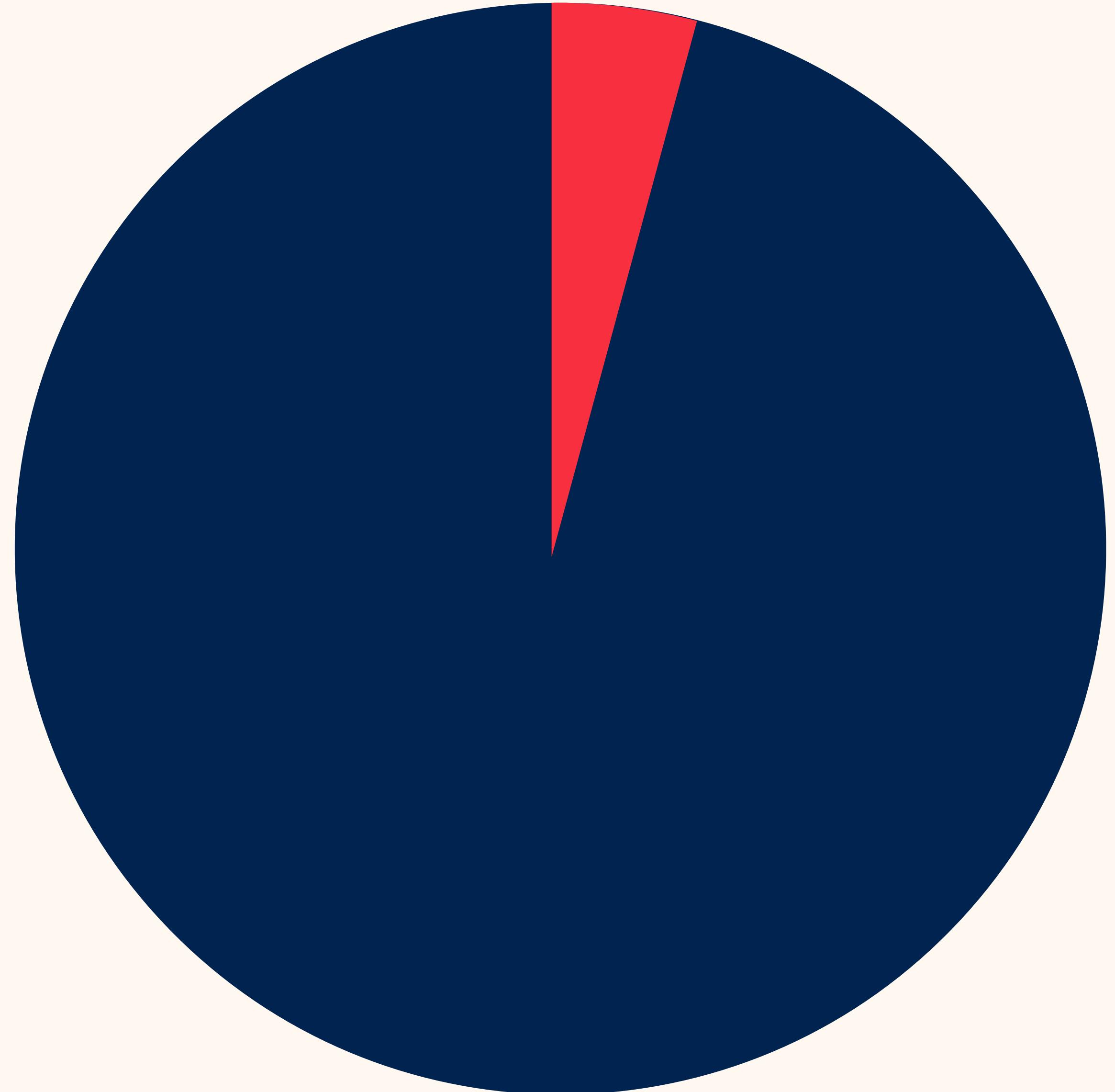
(remote edition)

www.thequietachievr.com

small talk is hard

what you do
during small talk...

- █ nod and smile
- █ plot your escape





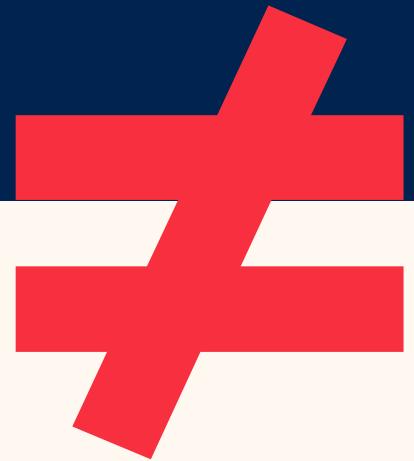
DENISE MCINTYRE

Credit: youtube.com/watch?v=U26nLOUEvVE

@timyeo

myths about introversion

introversion



shy

[ʃʌɪ] *adj*

fear of social judgement

introversion

extroversion

how we respond to stimulation

e.g. social interactions, environment etc

to operate at their best

introverts

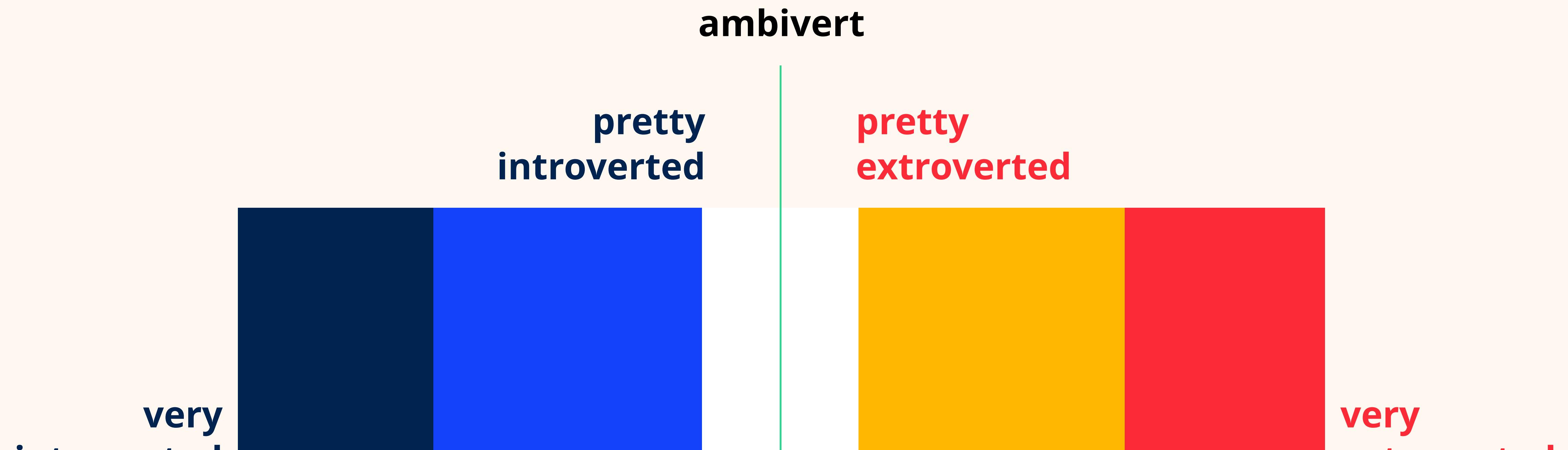
extroverts

requires
less
stimulation

requires
more
stimulation

not an absolute

depends on context, people around you etc



A photograph of Susan Cain speaking at a TED Talk. She is standing on a red carpet stage, wearing a black dress and black boots, gesturing with her hands as she speaks. A silver podium is to her right, and a small table with a dark bag is to her left. The background features large red panels.

Susan Cain TED Talk 2012 the power of introverts

Credit: ted.com/talks/susan_cain_the_power_of_introverts

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"

felt that her
quiet,
introverted
way was **wrong**

Susan Cain



Credit: ted.com/talks/susan_cain_the_power_of_introverts

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“

we live in a
world where the
extrovert ideal
is desired

Susan Cain



Credit: ted.com/talks/susan_cain_the_power_of_introverts

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extrovert ideal

— commands
— dominant
— charismatic
— speeches



Credit: Paramount Pictures, *Braveheart*



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question:

in a world that desires
extroverts, how can an
introverted design leader

succeed?

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answer:

- ✗ be more extroverted**
- ✓ use techniques that allow
you to remain your
true authentic self**

**how can we use our
introverted ways as a
superpower?**

when working remote:

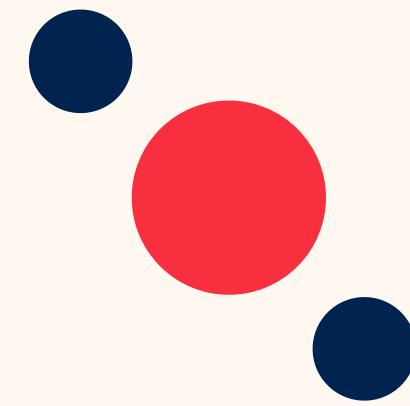
will introverted leaders

thrive or wilt?

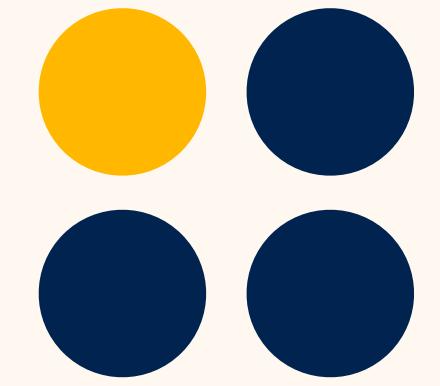
will my introvert

superpowers still be super?

4 areas and activities where we lead



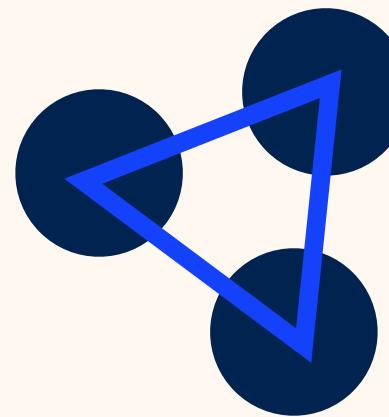
meetings



team selection



social media



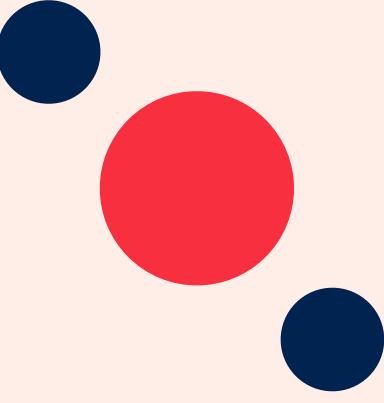
networking

1:1

#bestMeetingsEver

- People are more open to being wrong
- tell you what they really think

1:1



even more important when remote

- chance encounters no longer happen
- schedule 1:1s with peers and leaders

1:1

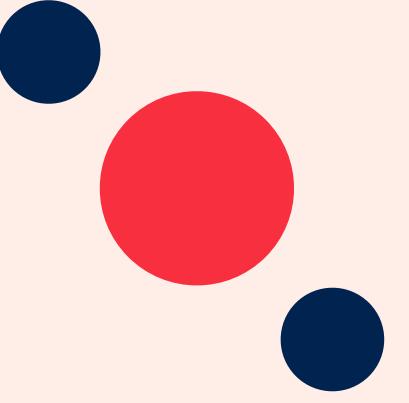
**context
changes
behaviour**

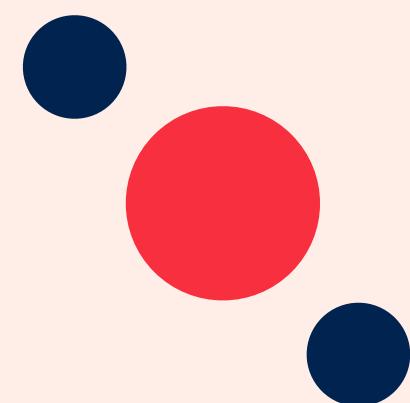
— **walk and talk
take a meeting
from your living room**

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arrive at
virtual meetings
early

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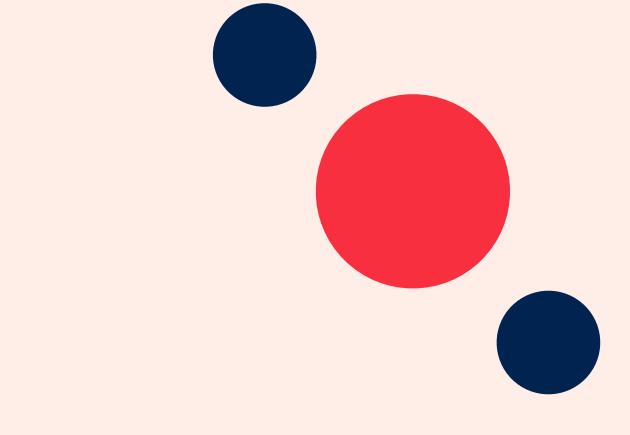




**how to
speak up
before you are ready**

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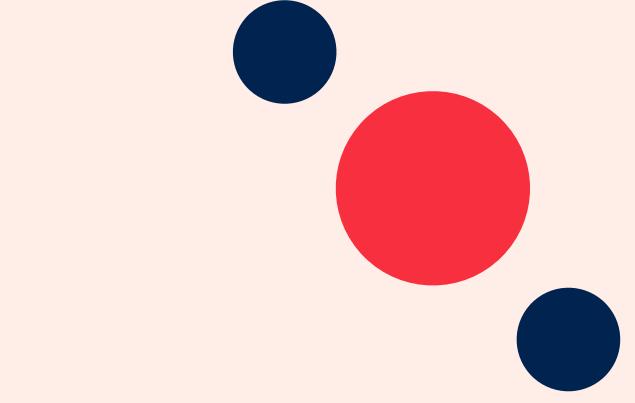
not everything
has to be a
meeting

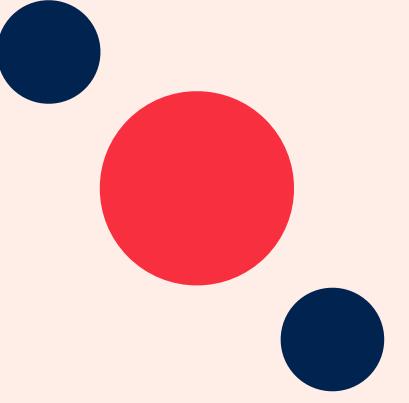


use async
communication

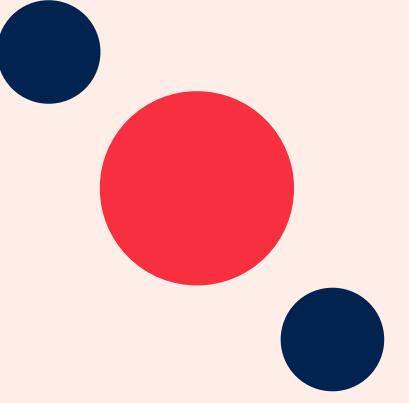
methods to

get things done



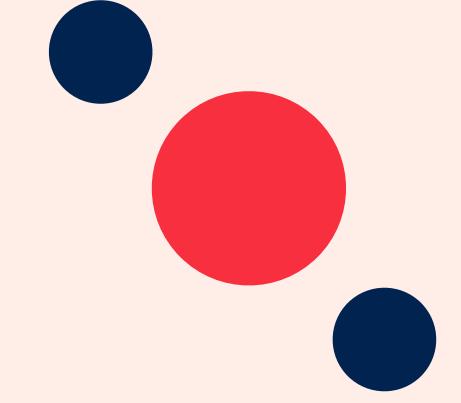


async comms
record a video of yourself
presenting so others can watch
in their own time



async comms
let others know

**when a response is required
(so they can respond when they
are at their best)**

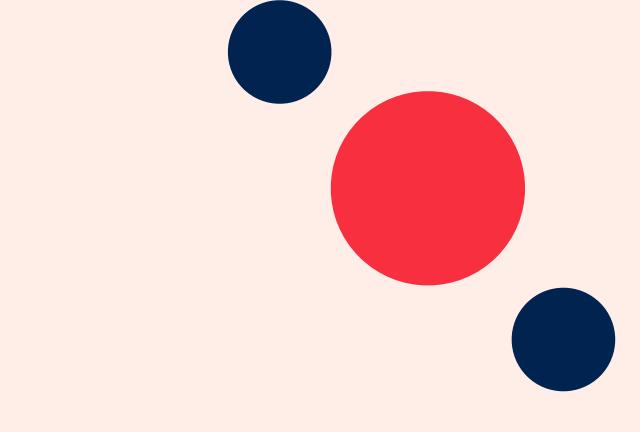


high stakes meetings

ultimate decision
has to be made

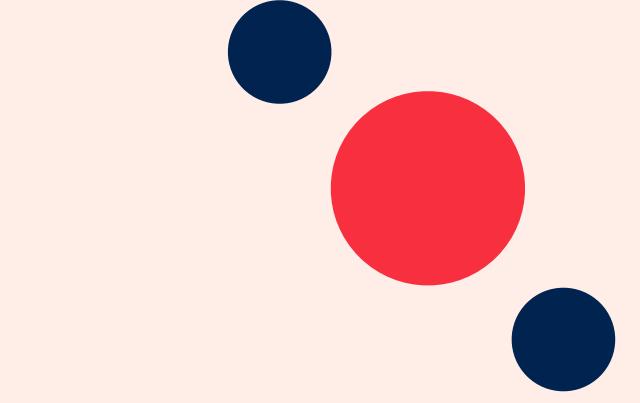
high stakes meetings

influence the outcome
before the meeting



high stakes meetings

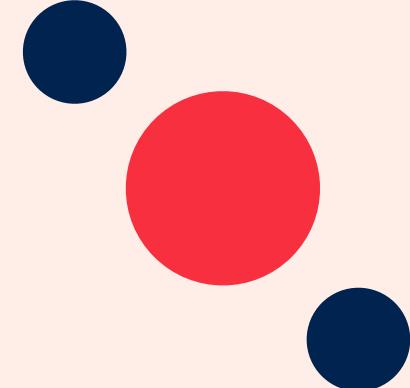
have **1:1s**
hours/days/weeks/months
before their minds are made up



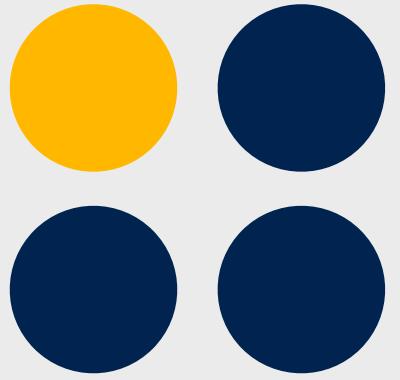


start
steering
early

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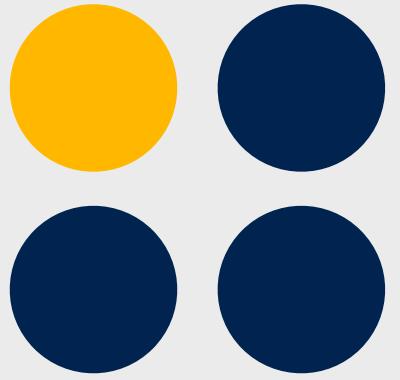


**3 years of covid
I have never felt
more seen or more heard
than while working remote**



team selection

hiring & choosing managers



hire social

butterflies 

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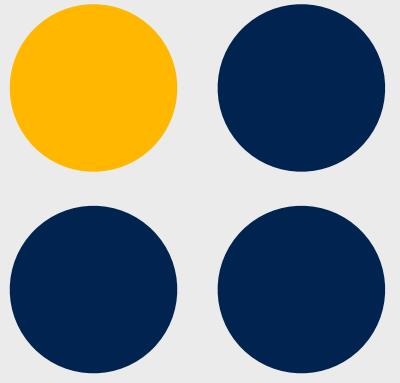
"

Do teams always operate
more effectively under
extroverted leadership?

Prof. Adam Grant
Wharton Business School



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team members

proactive

passive

leader that can get better results

introverted leader

extroverted leader

**social media is a
gift from the
introvert gods**



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Jared Spool @jmspool · Mar 2, 2017

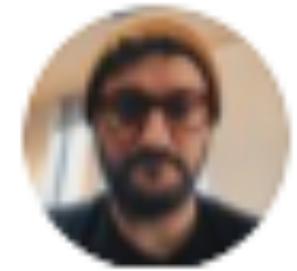
Anyone who influences what the design becomes is the designer.

This includes developers, PMs, even corporate legal. All are the designers.

104

497

872



damian kidd
@Damian_Kidd

Replying to @jmspool

So that confirms our worst fears. The clients are actually designers too. F***

11:33 PM · Mar 2, 2017 · Twitter Web Client

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thought leadership & personal brand

you are what you

— **write**

— **share**

— **tweet**

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**find people
you respect and
follow who they follow**



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**not everything
has to be a blog post**

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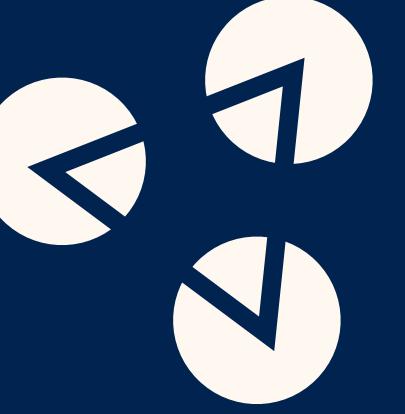


**schedule
your posts**

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your perspective
is always unique
and always interesting



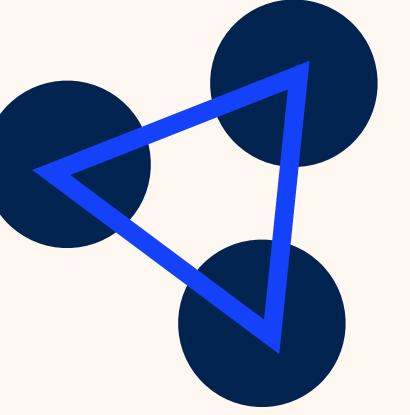
networking

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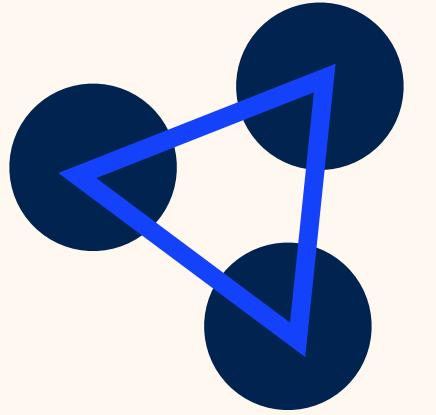
goal:

resourcefulness

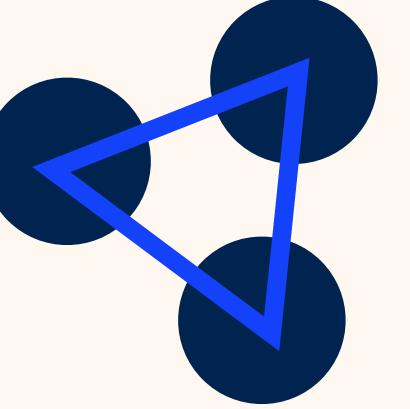
**grow the pool of people
who you can help and
who can help you**



do your
pre-work
about attendees
you'd like to meet

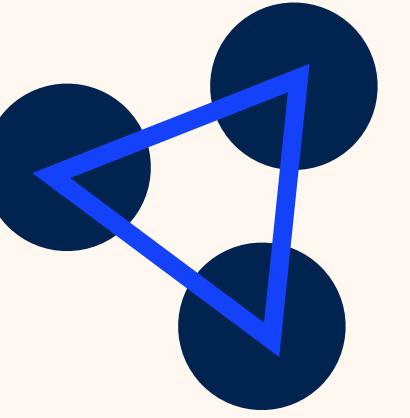


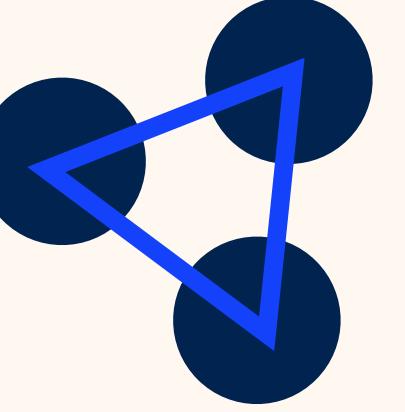
**always be
networking
methodically and
consistently**



change your frame:
pretend it's
user research

(but don't ask questions
the entire time)

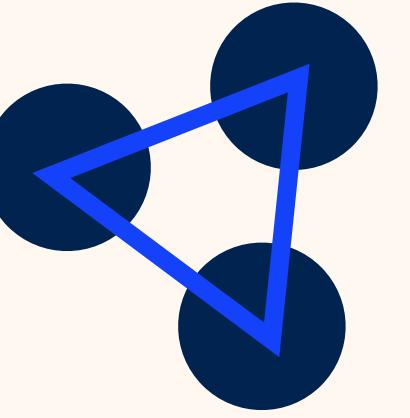




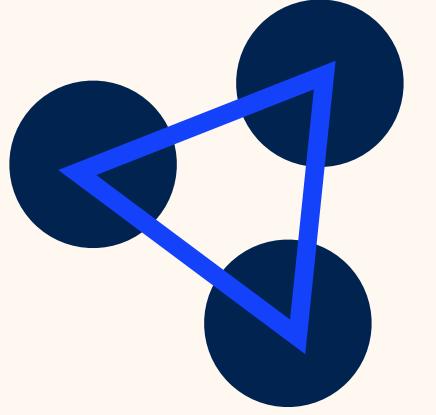
have a
measurable
output



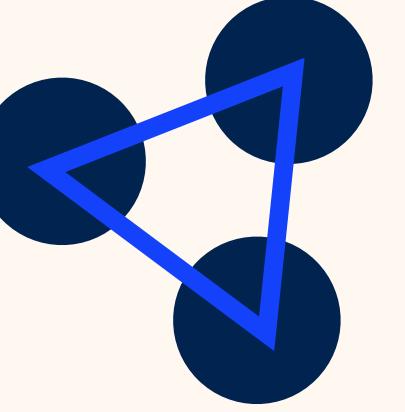
introductions to two other people



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have an
exit script



**who says
networking
has to be a
group activity?**

“

we live in a
world where the
extrovert ideal
is desired

Susan Cain



Credit: ted.com/talks/susan_cain_the_power_of_introverts

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introversion
is a superpower

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thank you
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