

Leadercast

Shift



Shift: Listen. Learn. Lead.

Andy Stanley

Founder | Senior Pastor of North Point Ministries | Author



Shifting is a growth engine. As leaders, we must create internal momentum to drag our organizations forward externally. Otherwise, we miss the opportunity that today's culture is providing us. We have to be nimble and willing to change; if we refuse to shift, we end up getting in our own way.

Systems control behaviors. Organizations do what they're organized to do whether it's what needs to be done or not. We become so comfortable with how we do what we do that we lose sight of why we're doing it and who we are doing it for. We can't fall in love with the product or approach. We should marry our mission — the problem we're trying to shift — and simply date our model.

Every industry is stuck. Not broken, but stuck. Someone is challenging the assumptions in your industry and messing with the rules to the prevailing model. In response, we should remain appropriately paranoid; only the organizations that embrace shifts will thrive.

Main Points

What would my replacement do? This question can bring clarity, energy, and courage. Don't be a coward or get too tired to do what your successor would do.

Who am I listening to? Who is the most persuasive person around you? Is that the right person? If their paycheck, tenure, or reputation is tied to the status quo, they will empower you to resist change.

What do I believe is impossible to do? What do I believe is impossible to do in my field, but if it could be done, it would fundamentally change my business?

“We are all just one refusal to shift away from becoming irrelevant.”

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Live a Life of Purpose, Passion and Impact

Liz Forkin Bohannon

Founder | CEO of Sseko Designs | Author



The existing model explaining the stages of change (unconscious incompetence, conscious incompetence, unconscious competence, conscious competence) positions each stage on a stair step with the goal of progressing toward conscious competence. However, that model is flawed because it positions us to act out of fear. We fear we'll lose our place at the top or develop imposter's syndrome.

The more helpful approach to the stages of learning is to view them as a cycle, not stairs. The end goal should not be mastering — we should stay curious and be intentional about channeling our inner beginner.

Main Points

Don't be too much of an expert to change your mind, shift, wonder, or ask others for hope when you need it.

If you want your company to scale, do things that don't scale. Don't be so focused on growth that you lose sight of individuals and treating people well. Handcraft the customer experience.

Honor your small dreams and take them seriously. The power of impacting one person is so much greater than the lack of impact from not acting on your big dreams.

“Dreaming small
can catapult us from
waiting to creating.”

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A Great Place to Work for All

Michael C. Bush

CEO of Great Place to Work | Author



No matter where they're located, what kind of job they do, or where they work, all employees want the same things: to be respected, to be treated fairly, to enjoy the people they work with, and to be able to take pride in their work.

If everyone feels needed, necessary, and like they belong, a company will experience greater success. However, trust and respect erode if employees feel like they're being mistreated or undervalued. And you cannot develop an environment of trust if people don't feel safe and free to be who they are without worrying that doing so will threaten their careers. Practicing humility, curiosity and truly caring for your employees will easily make your organization a great place to work.

Main Points

Creating a great place to work for everyone pays dividends because a workplace that feels safe drives innovation and creates high performers.

Organizations focusing solely on the bottom line are not as profitable as those that also strive for high trust and safety.

Lead with inspiration, not fear. Avoid saying the words "must," "require," and "you better."

"Fear stops inclusion and innovation."

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Conscious Leadership: The Three Centers

Deni Tato

*CEO of Corporate Consciousness | Enneagram Teacher |
Executive Coach*



There are three centers of intelligence where we take in and process information:

Head: the source of intellectual intelligence; thought-based

Body: the source of somatic intelligence; our instincts

Heart: the source of emotional intelligence; feelings-based and focused on others

Historically, each generation has relied on a different center in the workplace. Our grandparents relied on their bodies in their manufacturing and farming jobs. In the last 60 years, we have leveraged our minds through jobs requiring accumulating knowledge. However, with artificial intelligence, machines will soon be able to accomplish things faster and better than humans.

Now it's time for a shift to focus on our heart center. As leaders, we need to invest in people emotionally and inspire them. We should help employees discover their purpose and then help them connect that purpose to the work they do.

Main Points

We have access to all three centers and use them every day, but each person tends to rely more heavily on one in comparison to the others.

When we are aware of all three centers of intelligence, we bring integrity and wholeness to our actions.

Soft skills are being held in higher regard.

“It’s time for heart-based leaders to shine.”

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Pivot: How Roadblocks Can Force You to Innovate

Guy Raz

Radio | Podcast Personality | Author

The pandemic created radical necessity: companies had to solve immediate problems with an expedited timeline in order to survive. Leaders had to invent new ways to meet, entertain, dine, travel, and more. Businesses all over the world couldn't wait until it was perfect to release new products or online platforms — they were forced to act quickly and troubleshoot later.

Some changes were extremely successful and continue to stick around. Plus, employers are realizing that remote work is possible, enabling them to find talent in parts of the country that were previously inaccessible. Families no longer need to live in expensive cities and the list goes on.

When you're forced to make a big shift as a leader, don't panic. Embrace the opportunity to try something new.

Main Points

Every business has a story and will face truly difficult moments.

When you're forced to make a shift in your business, see it as an opportunity to ask hard questions and throw out big ideas.

Businesses, big and small, will be better served by listening and acting with empathy.

“Never let a crisis go to waste. Embrace radical necessity.”

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Hall of Fame Leadership

David Baker

President | CEO of the Pro Football Hall of Fame



A football huddle is a metaphor for culture: all kinds of people from all kinds of backgrounds gathering together. The concept of team is a miracle: everyone works together for a single goal. Our differences don't matter in the huddle. If you can help get one more yard, it doesn't matter who you are.

We think that hall of fame players fell out of bed being great. But the reality is that they had to work hard to be great, and many supported them along the way. The same qualities — like commitment and integrity — can create greatness in all kinds of roles.

Main Points

Like the Hall of Famers, we reach our goals with the help of others. They had a village to drive them to practice and who helped them improve. Every leader has had support.

Commit to a concept of “team” that's bigger than you.

Developing a good work ethic and strong character can lead to greatness in any area.

“When you're in the huddle, you're all working together as one heartbeat.”



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Leading Off the Field

Cris Carter

Pro Football Hall of Famer | Broadcaster



The people that we surround ourselves with greatly impact our lives and can shift our perspectives to help bring out the best versions of us. When we're not at our best, that supportive group of people should be honest with us, challenge us, and call us out to do better.

Every good leader has a support system that made them who they are today. Allowing other people to speak into our lives helps us grow as we reach new heights in our careers.

But it's not just about surrounding yourself with good leaders. We must also be those types of leaders to the generations after us. We can bring the best out of them and help them to inspire change and strengthen our communities for a better future.

Main Points

If you want to be a great leader, learn to tap into others.

Surround yourself with grounding forces that encourage and support you.

Reaching your full potential takes humility, grace, and a shift in your perspective.

“We do our best work [when we're] with other people.”

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Courageous Love

Chuck Mingo

Founder of Living UNDIVIDED |

Teaching Pastor at Crossroads Church



During times of uncertainty and change, the tension can feel unconstructive, unresolvable, and unrelenting. As leaders, we've been called to rise above the tension and lead with courageous love.

The Civil Rights Movement is rich with examples of courageous love. And in each of these examples, we experience the humility and vulnerability of the leaders of that time. If we choose to lead with courageous love, we can break down the barriers that get in the way of experiencing real shifts.

Tension doesn't have to feel unconstructive. As we go first and lead with courageous love, we can live and work together — undivided — to improve our communities and the lives of the people around us.

Main Points

Courageous love is the forward momentum in the face of fear and believing that the people you lead always deserve your best.

Amid tension, disagreement, change, and uncertainty we can believe that our differences are still resolvable because even the people we disagree with are worth the resolution.

Be the first person to step up and do something that unites communities, even if it's uncomfortable.

“Courageous love is about choosing to do the right thing even when it's the costly thing.”

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Leading Yourself Through Change

Rainn Wilson

Actor | Founder of SoulPancake



Before Rainn Wilson became famous for his role as Dwight Schrute in the hit TV comedy, *The Office*, he was a struggling actor trying to make his way in Hollywood. He's seen poor leadership, missed opportunities, and disconnected roles that didn't fit his unique acting style.

Each of these hiccups, disappointments, and downright failures helped him to learn a very valuable lesson: shifting our perspective and seeing new capacities in our lives that we didn't recognize before.

Main Points

Don't pigeonhole yourself — recognize opportunities and build your capacity to find new ways to shift and make a greater impact.

When we invite more people to share their thoughts, opinions, and expertise, we can create something far better than if we did it alone.

Failure isn't a bad thing, it's a valuable teacher that can help show us the way to success.

“Sometimes we don't shift because we hold ourselves back with these limiting beliefs. You are capable of doing a lot more than you think.”



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Zero Waste, Zero Hunger

Sunny Parr

Executive Director of the Kroger Co. Foundation



Growing up, Sun-Hee Lee (now Sunny) was born a bastard child with a cleft palate, living in a cave with no electricity or running water, with only her mother caring for her.

Sunny ended up in an orphanage, and was eventually led to her parents in the U.S., who she imagined were looking up at the very stars she looked at every night while in Seoul, South Korea.

Today, Sunny shares this message of hope and the journey to her new life in the United States to inspire leaders to have the courage to be more vulnerable and honest, sparking a renewed desire to be a shining star for others you cross on your path.

Main Points

Perseverance is more than just the ability to get through adversity, but what ultimately molds us into the person we become.

We are not destined to be our circumstances. Our lives are meant for a much greater purpose.

Perseverance allows us to be vulnerable; we have to let go of what we can't control and keep moving forward.

“How we persevere, like stars piercing the night sky, that’s what shapes who we are.”

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4 Keys to Co-Creating an Allyship

Austin Channing Brown

Author | Executive Producer of the web series *The Next Question*



America's fight for racial justice has felt like a long road, but in the grand scheme of things, racial justice is relatively new to Americans. It's something we are practicing and learning as we move forward. And as we learn, ideas and culture continue to evolve, which means there is no chance that one person will ever be perfect in this fight.

Our fight for racial justice requires us to prioritize courage over niceness, commit to getting involved in pursuits of racial justice, and remain open to adapting new beliefs as you learn more.

Becoming an ally to the people of color around you isn't simply getting somebody coffee or "being friends." It is a significant shift in your life towards investing in communities around you and having the courage to elevate their voices so that more people can be heard.

Main Points

Courage matters more than niceness.

Remain eager to support, assist, fund, develop, and get involved in pursuits of racial justice.

As allies, we must remain teachable and committed.

"Too often we pass our moment by because we'd rather be nice than courageous."



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The Motivation Code

Todd Henry

Founder of the Accidental Creative | Author

Three things make up great work: skill, experience, and motivation. If you take away any of these traits, we produce grind work, poor work, or immature work. But here's the problem: we can teach skill and we can provide experience, but we cannot manufacture motivation.

If we pause to acknowledge and examine the moments when our team members were most engaged with their work, we can unlock something meaningful about what truly drives them.

While we've always been told about extrinsic and intrinsic motivators, our motivations are truly unique to us. It's up to us, as leaders, to recognize our motivations and use them to the advantage of the team. And, it's up to us to see the motivations in others to help fuel them to bring their best to work every day.

Main Points

In order to be successful, we have to have the skills to do the task, experience to know what tasks should be done, and the motivation to see the task to successful completion.

As leaders, we need to understand what fundamentally drives our team. (The Motivation Code helps us understand the six different motivation families: visionaries, achievers, team players, learners, optimizers, and key contributors.)

Always dig deeper with your team and ask specific questions to help you better understand their motivations and how you can connect with them and inspire them to always bring their best work forward.

“[Your] motivation code [is] the unique, sustained, unchanging drive that is the source of your deepest engagement.”