



Striving for Helpability

Bonnie St. John

Paralympian, Best-Selling Author and Business Consultant

No one succeeds alone, but we leaders often try to take on everything by ourselves. For Paralympian and best-selling author Bonnie St. John, the idea that leaders should strive to be **helpable** seemed foreign at first. As a one-legged black woman who worked hard to prove herself in the world of skiing and beyond, enlisting help from others wasn't her go-to move. Most leaders would probably say the same. In her talk at Leadercast 2020—Ripple Effect, she shares why we win when helpability, both for ourselves and for others, is at our core.

Key Takeaways

Be a helpable leader. Bonnie shares a story about Ken Kragen, a Hollywood promoter who elevated many celebrities from star to superstar status. What got stars to the next level was not due to talent, but because they asked for help from those around them. “You have to be a more helpable person; you have to be able to enlist help from other people,” quotes Bonnie from Ken’s book, “Life Is a Contact Sport.”

Fight for the opportunities of others. Bonnie speaks on the importance of sponsorship for career advancement. Connect with people at the decision-making table who will advocate for you and then pay it forward: Get sponsored and be a sponsor.

Build a community of champions. When we collectively lift each other up, we all rise together, says Bonnie. Leaders should be committed to building a group of people who are devoted to excellence in themselves and others around them. This happens through sharing best practices, picking each other up when someone falls down and cheering for each others’ successes—that’s the Ripple Effect.

“Don’t just mentor somebody, go fight for their opportunities as well.”



Lessons Learned From Leading Facebook

Randi Zuckerberg

Founder and CEO of Zuckerberg Media
and Former Director of Market Development at Facebook



When you spend 10 years being the only person in the room who looks like you do, you get used to living outside of your comfort zone—that’s a lesson Randi Zuckerberg, former director of market development at Facebook, learned during the time she spent working as one of the few women in Silicon Valley. In her talk at Leadercast 2020—Ripple Effect, she shares some of the lessons she learned about leadership as she helped launch Facebook and how she discovered her entrepreneurial spirit.

Key Takeaways

Establish an environment where big ideas can happen. Many of us are reluctant to voice our ideas, whether that’s because we don’t want to be rejected or fear it could be a failure. As Randi shares, Facebook Live would have never come to fruition without a safe environment to share her ideas (the hackathon). When we keep ideas to ourselves, innovation suffers. Leaders should create an environment where people feel free to fail and can put big ideas out there, says Randi.

Let data guide your vision. When data goes against your vision, it’s time to pivot. “It’s important to have a vision of where you want to go, but you can’t have such blinders on that you miss the data and the pivots that you have to take to get there,” explains Randi. Pay attention to data and adjust your vision accordingly.

Strive to be well-lopsided. When Randi had children, she quickly decided the philosophy of work-life balance wasn’t working for her. Instead, she strives to be well-lopsided, where she picks and rotates three things (work, sleep, family, friends or fitness) at which she can excel. “As leaders, we have to learn to ruthlessly prioritize things in order to be excellent,” she says. “We cannot assume we can balance everything every day because that’s **just** going to lead to burnout, exhaustion and mediocrity across all of those things.”

“Good leaders are not afraid to get out of their comfort zone. In fact, they embrace it.”



7 Keys to Building a Lasting Community

Radha Agrawal

Author, Entrepreneur, and Co-Founder and CEO of Daybreaker

Leaders have a mountain of responsibilities, but above all else, their greatest duty is the influence they have on others. Through their influence, people are moved to action and collaborate with others to achieve a shared goal or unite on a shared interest. Through leaders, communities form.

Our influence can set the tone for how the community operates as a whole. When it comes to community, people need to feel a sense of belonging. How can we foster an environment where people feel welcome and know they're in the right place? In this talk at Leadercast 2020—Ripple Effect, Radha Agrawal, co-founder and CEO of Daybreaker, draws from her experience in community building to share with leaders seven keys to leading a lasting, loving community (specifically as it relates to meetings and events) that people want to be part of.

Key Takeaways

Things don't have to be the same. Who says dancing is reserved for nighttime? Daybreaker turned nightlife on its head by designing a substance-free dance party for when we're the most energized: the mornings. Strive to do things differently from how they've always been done.

Community is experience design. "Community is not just a group of people," says Radha. "It is a space in which you experience a sense of belonging."

Engage all five senses. In your gatherings, connect people by engaging all five of their senses: see, smell, hear, touch and taste.

Design with DOSE in mind. DOSE stands for our four neurochemicals: dopamine, oxytocin, serotonin and endorphins. Engineer your gatherings to release DOSE, says Radha. For example, Daybreaker does this by playing music (D), a hugging committee at the door (O), smile moments (S), and through dance and getting blood flowing (E).

"When things are not the same, people want to share it. People want to whisper it to their friends."



Dropping the Ball

Tiffany Dufu

Former Chief Leadership Officer to Levo,
Best-Selling Author, and Founder and CEO of The Cru.



As much as we strive to manage it all as leaders, the truth is, we can't take on everything. It may go against our instincts to say yes to all that comes our way, but sometimes we need to drop the ball—to release our unrealistic expectations of doing it all—says Tiffany Dufu, best-selling author and founder of The Cru. For Tiffany, she realized she couldn't juggle everything after she had her first child. In her talk at Leadercast 2020—Ripple Effect, she shares four areas in which she dropped the ball that she encourages other leaders to drop, too.

Key Takeaways

Drop any unrealistic expectations of who you think you're supposed to be. Everybody has multiple roles they play in their lives—daughter, son, brother, sister, student, worker, wife, husband, mother, father, friend, etc. We strive to be “good” in all of these areas by meeting certain expectations. Step one in dropping the ball is knowing your roles and understanding the unrealistic expectations you put on yourself by aiming to be “good,” says Tiffany. Get clear on what matters most to you.

Let go of unrealistic expectations of *what you think you're supposed to do.* Instead of saying yes to all the tasks that come your way that would make you “good” in your roles, instead focus on what you do best. Focus your energy on what your highest

and best use is for everything that comes your way, says Tiffany.

Abandon any fears of asking for help. Leaders have a tendency to take on too much, often due to a fear of asking for help. Tiffany says you'll be surprised how supportive and willing people will be to help you when you ask, so don't be afraid to reach out.

“[Don't] try to lead your journey alone. All of our journeys are a team sport, not a solo endeavor.”



Leadership in a New Normal

Stephanie Mehta

Editor-in-Chief of Fast Company



Leadership is constantly changing, but typically not overnight. When the COVID-19 pandemic hit, companies were forced to quickly change the way they do business. At the time of this talk's filming, leaders are trying to sort through how business is changing for the short-term versus the long-term. In her talk at Leadercast 2020—Ripple Effect, Stephanie Mehta uses her expert observations as editor-in-chief of Fast Company to share what leaders should keep in mind as they venture into a new normal.

Key Takeaways

Remember who you lead. As much as leadership can seem to be about the business and pleasing its stakeholders, leaders have to remember who it is they lead. “You lead your employees, you lead your teams, you lead people,” shares Stephanie. This means leaders need to treat their employees with “integrity, respect, dignity and equality because, frankly, that’s what they expect from leadership in exchange for giving you their very best work.”

Stay curious. “Curiosity leads to all kinds of innovation—new processes, new products, new ways of thinking, new ways of doing things, and it will help you and your companies get ahead,” she explains. When leaders are curious, they set an example for those around them to create and find new ways of doing things.

Be flexible. Stephanie uses Netflix as an example of the value of flexibility: First, it disrupted Blockbuster, then it brought forth video streaming and now it is making waves in Hollywood with the production of its own content. Leaders should strive for antifragility over resilience as they enter a new normal, she says. Antifragility allows you to take what you learned through a crisis and build things better than what was there before.

“Your purpose as a leader may actually change with the times, so you need to have flexibility in your purpose.”



Lessons From the Field

Abby Wambach

Women's Soccer Legend, Best-Selling Author,
and Founder, Wolfpack Endeavor



As the highest-scoring international soccer player, Abby Wambach learned her fair share of lessons on the field. Now retired, she is sharing what she learned to teach leaders rules for changing the game. In her talk at Leadercast 2020—Ripple Effect, Abby thinks back to some of the most impactful leadership moments in her career to share four pieces of wisdom for leaders.

Key Takeaways

Make failure your fuel. Instead of viewing failures as setbacks, we should view them as opportunities. “Failure is fuel. Failure is an opportunity, and it is a muscle that needs to be built,” says Abby.

Know when to demand the ball. As leaders, we want to challenge and motivate those around us by pushing them in front of us. But there are times when we must take charge and demand the ball to get things done, says Abby. Know when to balance between the two.

Lead from the bench. What could have been one of the most devastating moments in Abby's life ended up being one of the best things to happen to her. Instead of wallowing in disappointment when she was benched for the 2015 FIFA Women's World Cup, she became her team's biggest cheerleader and championed them from the bench. It doesn't matter

if you're on the field or on the sidelines—lead from wherever you are.

Find your pack. After Abby retired from soccer, running became unbearable for her. What changed? Now, she was running alone and didn't have her team there to push her and go through it together. Leaders should surround themselves with people who will run alongside them in a relentless pursuit of excellence.

“Doing hard things is better and feels less painful if you have other people who are experiencing it with you.”