



## IAPA Webinar series

# How to accelerate your performance as a leader?

**James Mason**  
Managing Director  
Mindshop – [www.mindshop.com](http://www.mindshop.com)



# Agenda

1. Top 10 'must have' capabilities for successful leaders
2. Gaining greater alignment across your organisation using OKR's
3. Freeing up more time for you and your team
4. Strategies to effectively coach and develop your team
5. Boosting your energy levels through greater life balance
6. Q&A

# Top 10 Leadership capabilities for success

1. Managing Millennials
2. Lead by example
3. Simplifying the complexity
4. Rapid Prioritisation
5. Customer Centric Business Model
6. Be the Coach in your team
7. Challenge strategic plans
8. Delegate to an 'A' team
9. Change strength
10. Agility

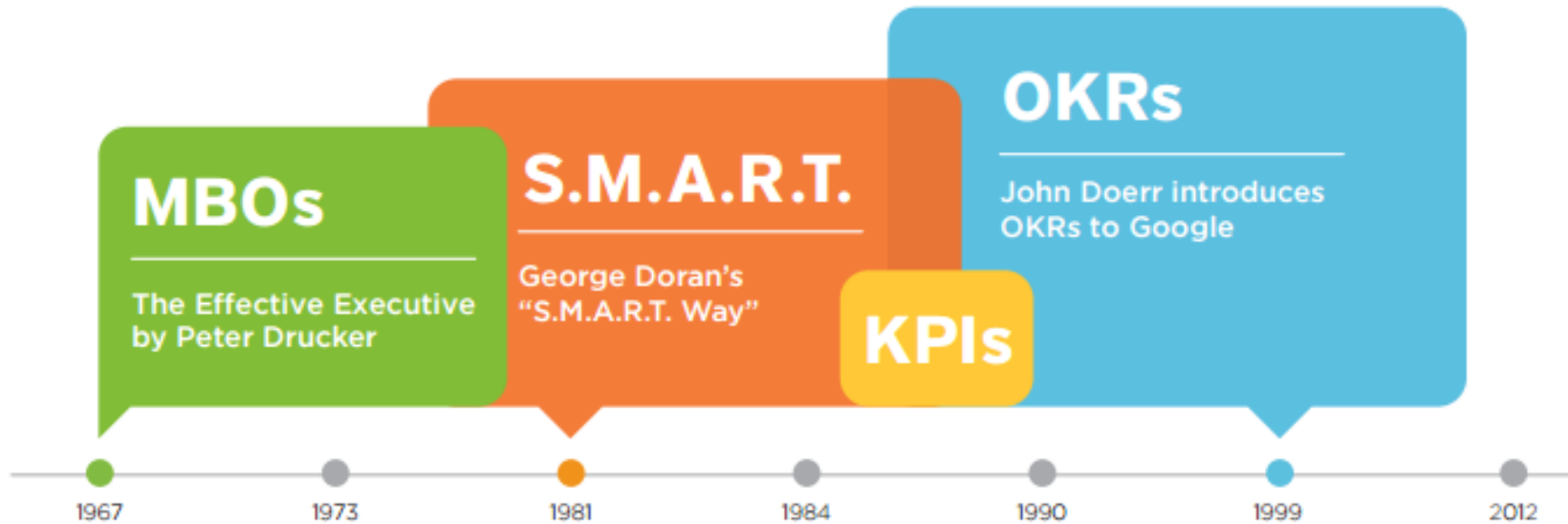


**Where is your biggest gap to work on in your firm?**

<http://www.web.mindshop.com/what-are-the-must-have-capabilities-that-business-leaders-need-to-cut-through-in-a-cluttered-market/>

# Alignment

OKR's (Objectives and Key Results) is the next evolution of performance management that drives greater alignment



# Alignment – OKR Basics

## WHAT IS AN OBJECTIVE? — WHAT I WANT TO ACCOMPLISH

Objectives should be significant to the company and personally meaningful, as well as aspirational. They should also be aligned and supported by the entire organization.

Example: Put a man on the moon by the end of the decade

## WHAT ARE KEY RESULTS? — HOW I WILL ACCOMPLISH THE OBJECTIVE

Key results should be measurable, limited in number and time-bound.

Example: Build a lunar module weighing under 40,000 pounds by December 1965

## Example

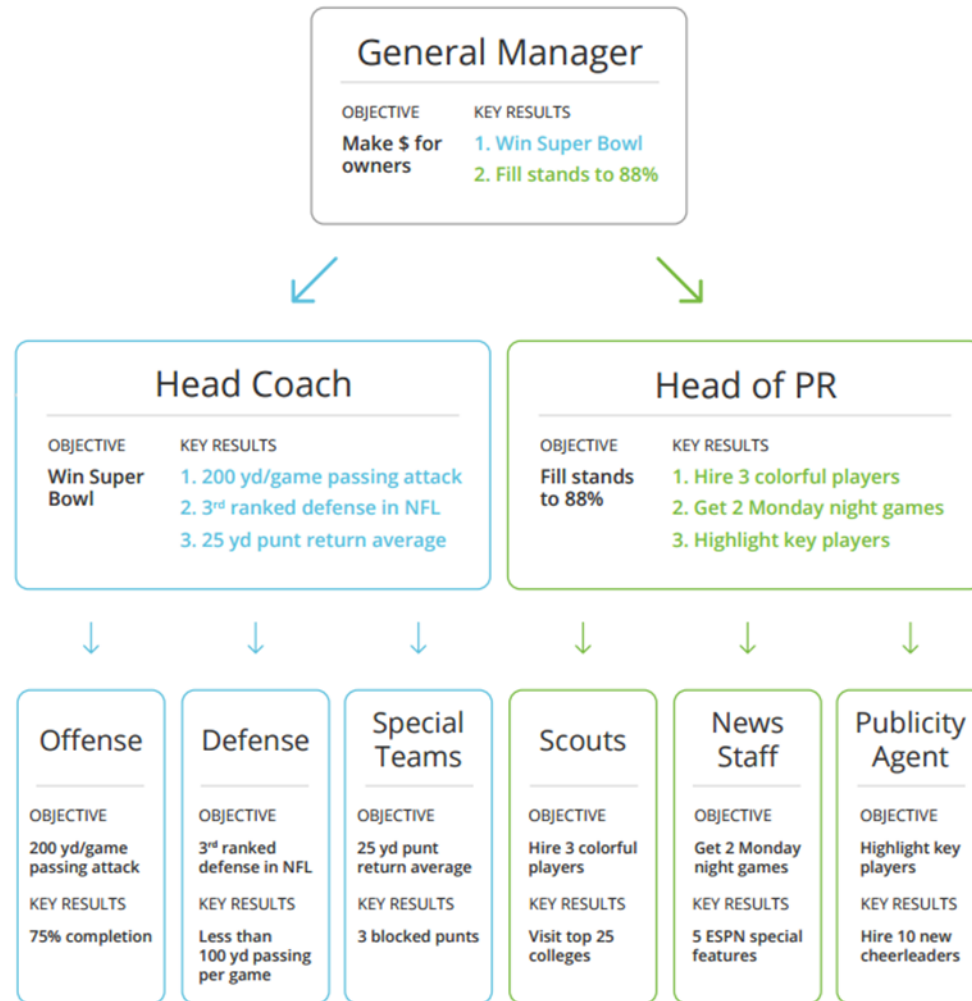
### Objective

- Grow sales by 15% in 12 months

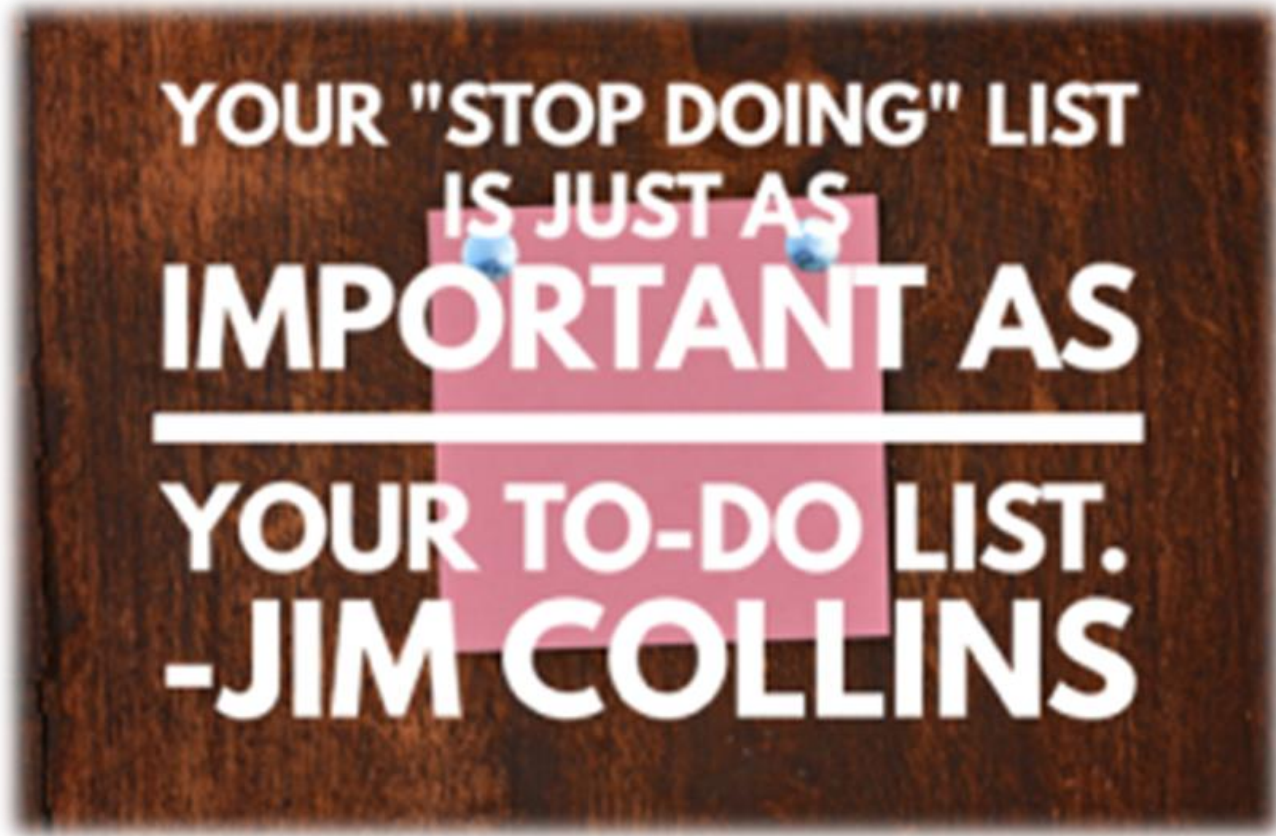
### Key Results

- Increase new leads to 5% per month
- Boost conversion rates to 20% by 1<sup>st</sup> July

# Alignment – Example



# Freeing up more time – stop doing lists

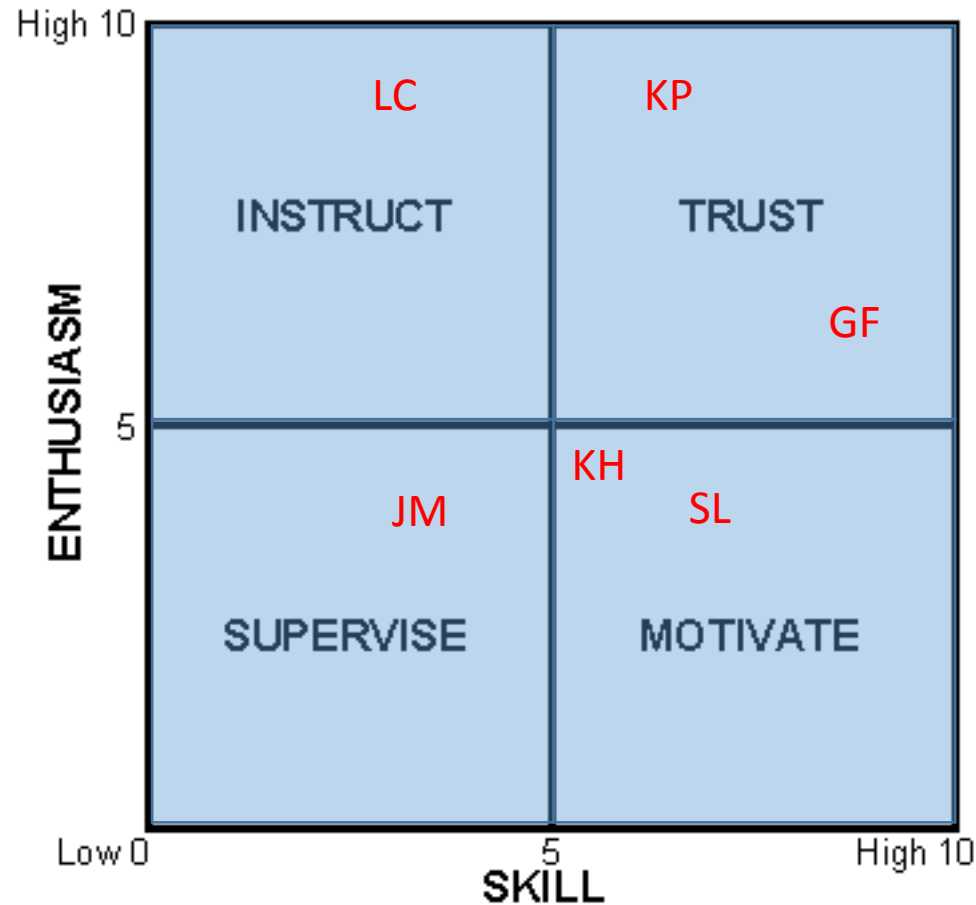


20% of what you do creates 80% of the benefit. So what can you stop doing?

# Freeing up more time – stop doing lists

Top 10 tasks of my role	Fun / Enjoyment	Impact on Growth and Profit	Total Score	Comments
1. Final Tender reviews	7	2	9	
2. Team Coaching	8	4	12	
3. Financial Report writing	2	1	3	
4. Sales Management	8	5	13	
5. HR Issues	6	3	9	
6. Cash Flow Management	5	3	8	
7. Managing Diary	2	3	5	
8. Internal Design team meetings	3	3	6	
9. Monthly interstate meetings	5	1	6	
10. Signing / reviewing cheques	1	1	2	

# Strategies to coach and develop the team



## Motivate

- Surround with quality operators
- Shadow for a few weeks. May be personal issues

## Supervise

- Provide training opportunities. Watch closely
- Move on if they haven't improved

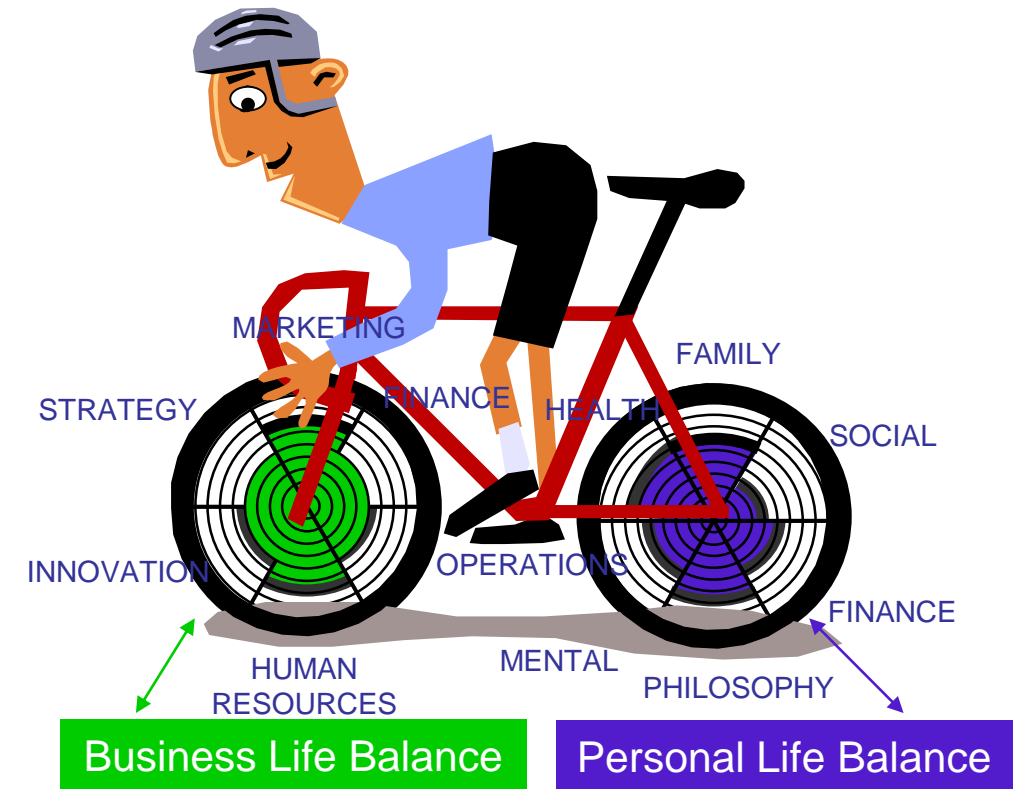
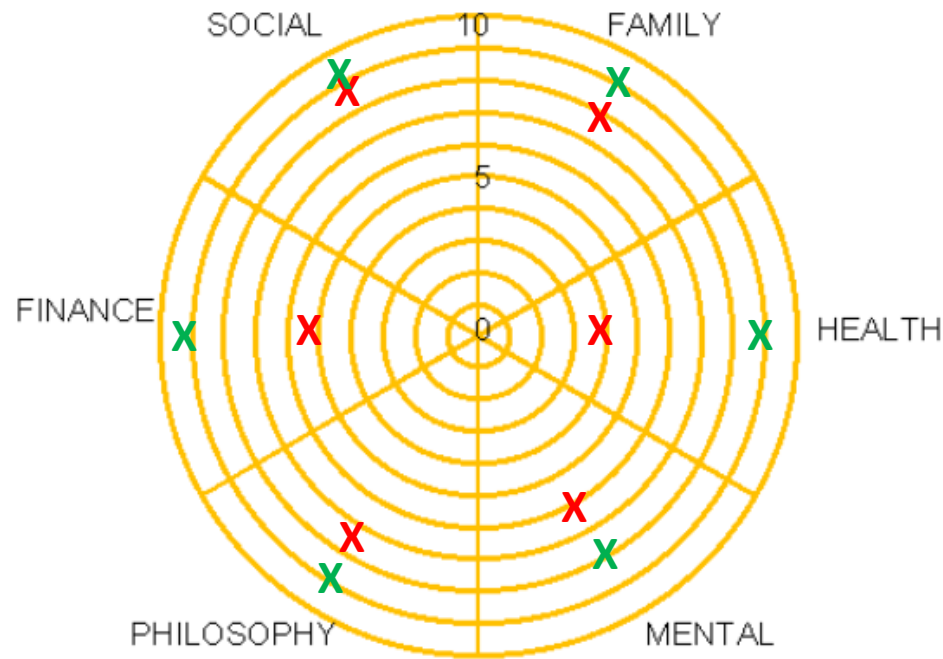
## Instruct

- New start typically. Build capability
- Provide broad based instructions to guide

## Trust

- Challenge them with fresh opportunities
- Use them to influence others

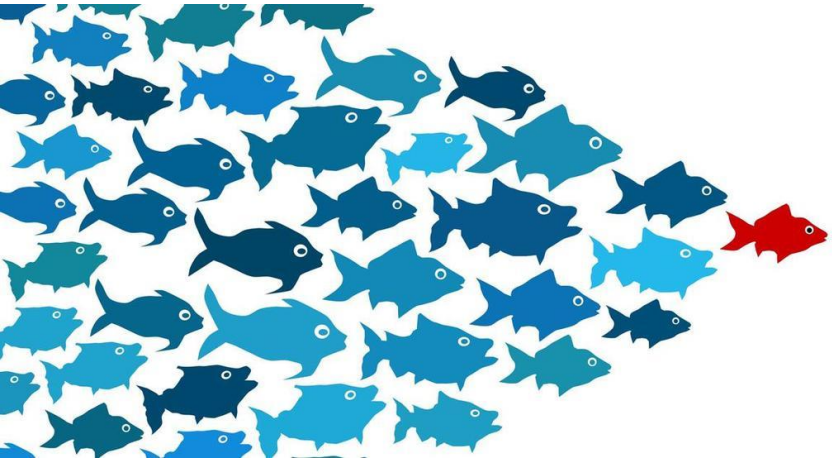
# Boost your energy through greater life balance



A photograph of two men in business attire (suits and ties) sitting at a desk. They are both smiling and looking at a tablet held by the man on the right. The man on the left is wearing glasses and holding a pen. A laptop and a glass of water are on the desk. The background is a bright window with a view of a city. A semi-transparent blue banner is overlaid on the left side of the image.

# Summary

# Summary: Top tips for leadership success



1. Reflect on your gaps against the top 10 characteristics
2. How could you leverage OKR's in your own firm?
3. You and your team should complete a stop doing list
4. Plot your team on the coaching matrix
5. Ensure you have the energy for success. Reflect on your own life balance wheel results

# Thank you. Questions?

James Mason

[jmason@mindshop.com](mailto:jmason@mindshop.com)

[www.mindshop.com](http://www.mindshop.com)

