

BUSINESS
NAVIGATION
GROUP



THE 10 MINUTE LEADER

with apologies to ***The One Minute Manager®***

*...**Leadership** takes a little longer*

What's Your People Strategy?

- ✦ As an Human Resources executive, you know that **leadership** matters. It's a key driver of your company's results.
- ✦ And you have provided many excellent **leadership development** workshops and other opportunities for your executives...
- ✦ So what did they think?
 - "Can't afford that much time away from my job."
 - "I have to sit through the whole thing for the few nuggets I can really use."

We Think There's a Better Answer...

In Just Ten Minutes

- ✦ What if you could fit some of the best current thinking on **leadership** into a **powerful, provocative two-pager?**
 - Sent to your executives **by you** to be read when **they** have a minute...*literally*
 - **Two pages; one minute; ten times per year.** That's it.
 - And that's **THE 10 MINUTE LEADER**

Okay, Tell Me More About The Content...

❖ The content covers a wide range of ***critical leadership topics***...here are just a few:

- Problem-solving
- Decision-making
- Communications
- Leading Millennials
- Critical thinking
- Conflict resolution
- Leading diversity
- Global teaming
- Sustaining performance
- Leading change
- Delivering feedback
- Creating high performance teams
- Paradoxical leadership

We can also customize topics to suit your specifics...

An example from THE 10 MINUTE LEADER...

Your Company Masthead

THE 10 MINUTE LEADER

"We are entering a quarter in which we expect robust growth. Paradigms are shifting, but the team has drilled down to the heart of the challenge."

...Urban Dictionary, the definition of Executable



How Many Times Has Your CEO Said, Let's Think Outside the Box?

About a zillion? Almost as much as he says "drill down" or "paradigm"? Yeah, well, we can't help you with that. But we can help you with that box thing.

Now deeply embedded in business culture, the exhortation to think outside the box usually means to be more creative or original when developing solutions to the big hairy business problems we face today. You know, come up with something new. We figure there must be some serious inside-the-box-thinking going on out there...Fast Company recently reported the use of the phrase by the New York Times alone at once every nine days!

Like many bits of business "advice", think outside the box is about as useful as screen door on a submarine. Here's the thing: it's not what you think, it's how you do it. And if you don't really understand the how part, that box may become a coffin for your business.

Here is just one example of how we think that can lead us right into that coffin:

Try adding these numbers up as fast as you can:

$$\begin{array}{r} 2 + 2 \\ 4 + 4 \\ 8 + 8 \\ 16 + 16 \end{array}$$

Okay, now pick a number between 5 and 12.

?uoY' nd d, 7 deki p uoY

Hey, what happened here? Well, first we reinforced a pattern (this one is called arithmetic memory) by having you work some simple addition problems. Then, when we asked you an unrelated question, you made the answer fall into that pattern.

When we think, we often try to fit new or different information into a pre-existing pattern. Should we add broccoli to our baby food product line? Nah, babies hate broccoli; let's stick with peas.

WHATEVER YOU THINK...
THINK THE OPPOSITE

...Anonymous

Side 1

You dream you are on a sinking ship with your two children. You can only save one. What do you do?

Wake up

Start off on the right foot by making some wrong decisions.

Why aren't we more creative?

- ★ We commonly begin our analysis of a problem with the **conclusion**
- ★ We focus on solutions we **intuitively** favor
- ★ The solution we intuitively favor is often also the **first one** that seems satisfactory
- ★ We confuse **discussion** with **analysis**
- ★ We focus on the **substance** (data, arguments, and conclusions) not on the **process**

For more on **problem solving** you can dial a 30-minute **Leadership at Lunch** webinar. Check the schedule on [Company's] website.

COMPANY LOGO HERE

Also, we routinely confuse correlation with causation. The average American eats less than 1/10th of 1 serving of broccoli per day. So, Americans must hate broccoli.

As well, we individualize the positive but generalize the negative. My baby likes broccoli but nobody else's will.

Our brains have minds of their own

And don't even get us started on the whole notion of **problem definition**. We humans seem to be great at coming up with tons of solutions but we spend almost no time at all understanding the problem first. In fact, we rarely question most of the problems we are asked to solve. We usually just launch right into developing solutions. Boss wants answers, now! So then, what's our next baby food product? If we hadn't dismissed broccoli because we let our brains take over how we think, we may have first restated and then refined the problem.

Do babies hate broccoli? Or do their moms? Or do our stockholders? Are we trying to develop products that are good for babies or products that we think will sell? Is broccoli as good as or better for babies than peas? Do we have to find a new supplier to make broccoli for babies? Would we need to build a new production line to process broccoli for babies?

Understanding the problem first usually requires spending some time looking at it from all stakeholder perspectives. Not just our own. If we hate broccoli, babies may never like it either because we let how we think impair what we think.

If you let that brain of yours go off on its own, you could be thinking inside another kind of box in a big dam hurry. Kind of dark in there...



THE 10 MINUTE LEADER delivers short, powerful and provocative insights for executives. Apologies to The One Minute Manager; leadership takes a little longer.

Contact us to see more examples...
info@biznavgroup.com

What Can I Do With The Content?

It's Yours

- You own it for one year and one month
- You can **re-brand** it and control delivery
- **Debate** the ideas in team meetings
- Craft development **plans** around it
- Add the ideas to performance objectives or succession planning
- Allow your executives to choose **only what is relevant for them**

And There's More if You Need It...

- ✦ You can supplement the two-pagers with 30-minute **Leadership @ Lunch On-Line** webinars
- ✦ Your executives can dial-in to go in-depth:
 - Ask questions of **leading experts**
 - Discuss alternative leadership **strategies**
 - Get **ideas** from other participants
 - Arrange for additional **follow up**
- ✦ Your executives participate in **provocative** discussions with **profound results**...on their own initiative

And Much More is Coming...

✦ Coming: www.10MinuteLeader.com

- *A place where your executives can ask questions, start discussions, and get additional perspectives*
- *Both public and private forums available*
- *Experts weigh in; answer queries, spark discussion*
- *Books, articles, videos, blogs and other powerful materials available to support your executives' leadership development...**on their own initiative***

Okay, So How Much?

- ✦ **Bottom Line: THE 10 MINUTE LEADER** is \$20 per executive per year
- ✦ There are several options you can add, but still stay below \$100 per executive per year
- ✦ The **interactive pricing tool** on the next chart will help you work out what is best for your organization and your executives
- ✦ When you are happy, print out the results
- ✦ **And we apologize...the tool is addictive**

What Else Do I Need to Know?

✦ ***Business Navigation Group*** has been teaching executives effective leadership skills ***since 1997***

- ***We have offices in the US and Europe***
- ***We are a certified Women's Business Enterprise***
- ***Our staff have all been senior operating executives in global Fortune 50 companies***
- ***We are also all full or part-time university professors in management...complete with armloads of arcane, difficult-to-read, peer-reviewed academic publications***

Thank you

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