

from Boss to **LEADER**

— 3 keys to —

**Successful Leadership through
Effective Communication**

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Boss vs. Leader:

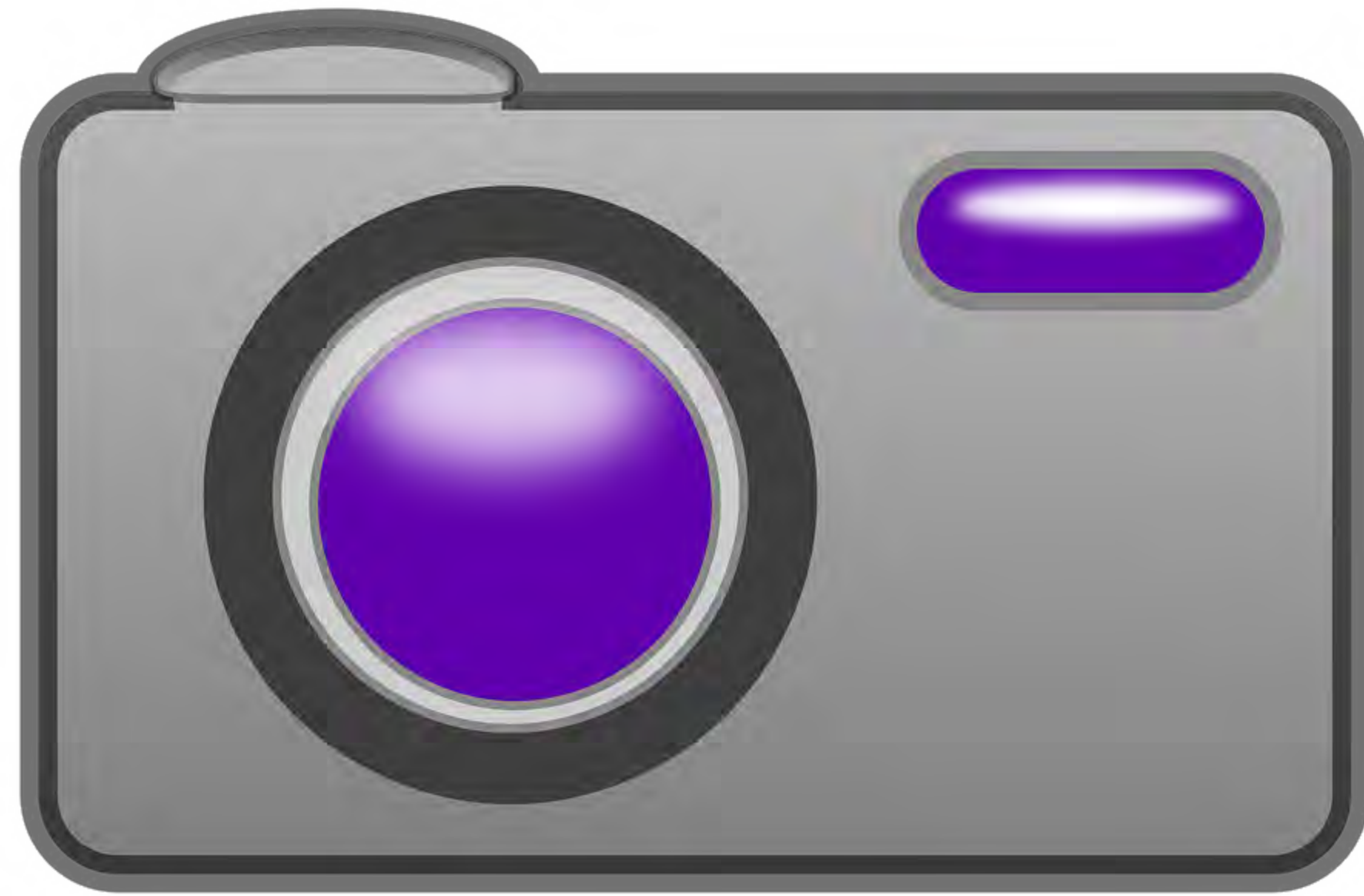


What makes a Great Leader?



It's not about being out front. It means taking care of the team.





Quick Snapshot

What we are going to cover

01

Key #1



Understand Why People Do
What They Do



02

Key #2



**Know the Basics of
Successful Communication**



03

Key #3



Apply the True Leader's EEE



Quote to set the
stage:



**You must be the change you
wish to see in the world.**

Mahatma Gandhi

Key #1: Understand WHY People Do What They Do



FACT:



People do
everything to
avoid pain
or gain pleasure

Example: going to work, doing homework

Which do you prefer for your team?



We ALL Want Our Needs Met

We get upset when our needs are not met





The 6 Human Needs:



The 6 Human Needs:

▶ #1 – The Need for Certainty



The 6 Human Needs:

▶ #2 – The Need for Variety



The 6 Human Needs:

▶ #3 – The Need for Connection



The 6 Human Needs:

► #4 – The Need for Significance



Early Facebook

The 6 Human Needs:

▶ #5 – The Need for Growth

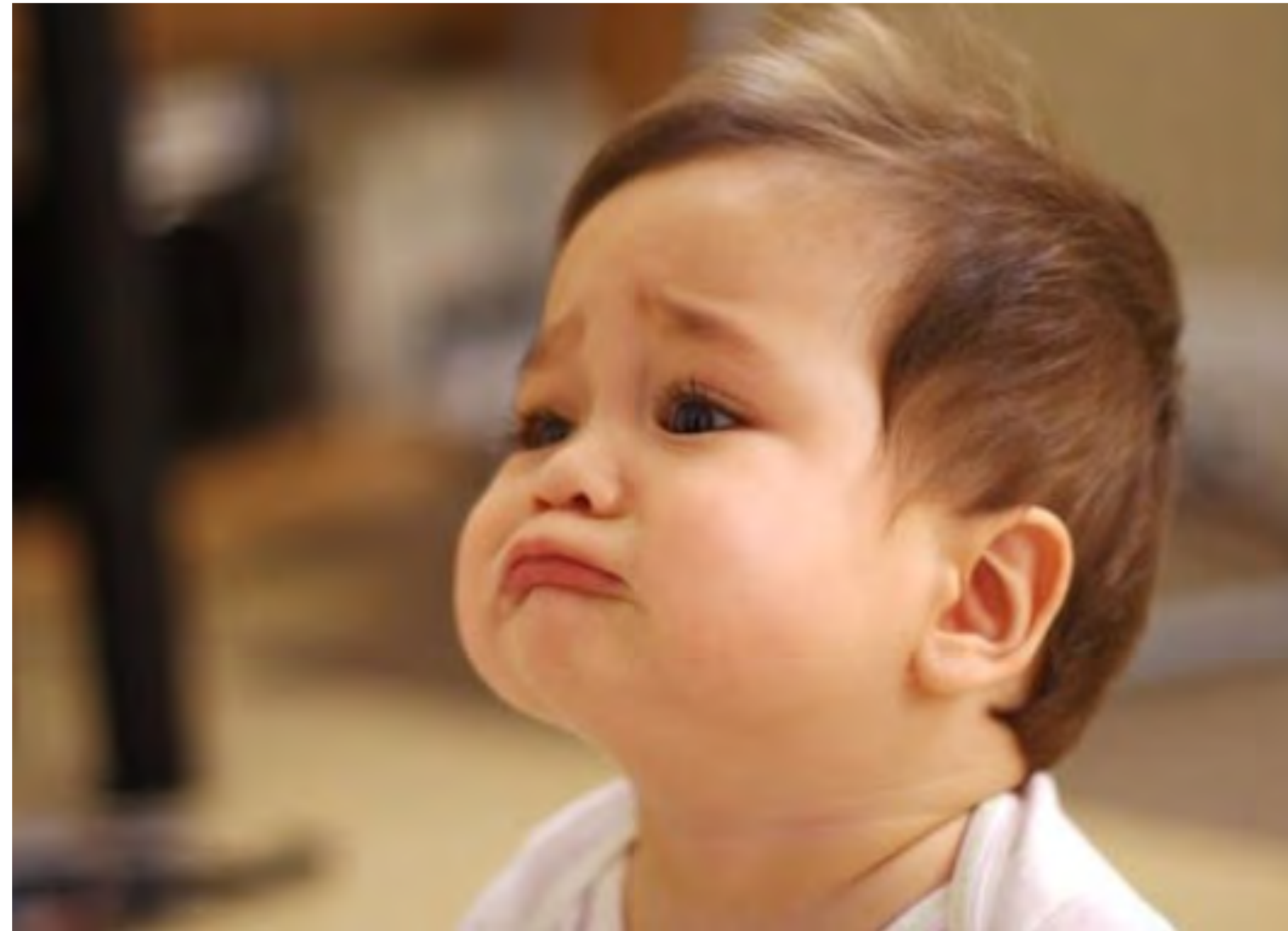


The 6 Human Needs:

▶ #6 – The Need for Contribution



When someone's needs are not met



They feel the sense of loss

Loss is PAINFUL

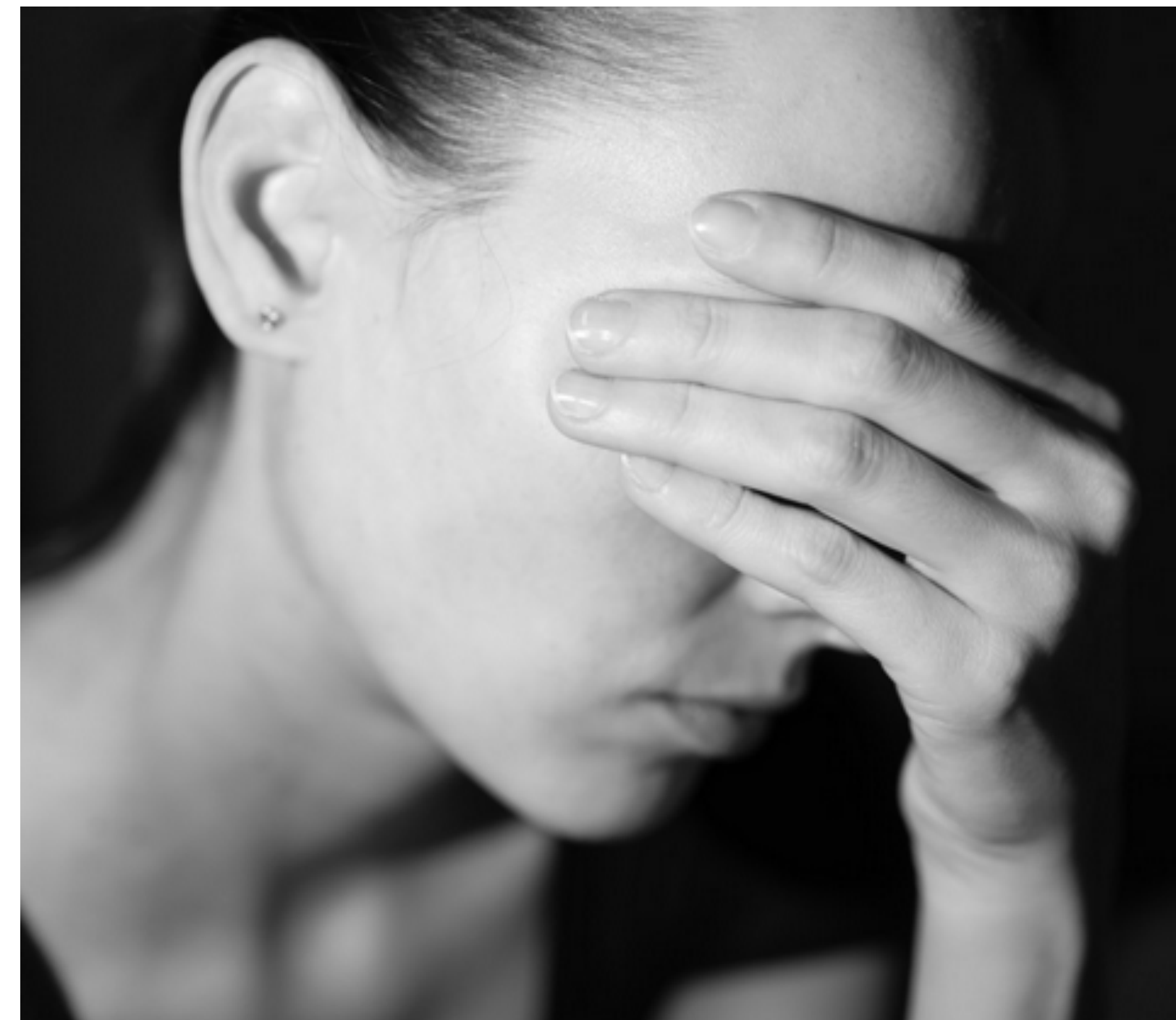


When we feel pain, we express it as

Anger

or

Sadness



When they act this way

NOW YOU KNOW WHY



And you know what to do!



When YOU are feeling upset
Ask yourself these 2 very important questions:



Question #1:

Which one of my 6 Human Needs is NOT being met?

Question #2:

How can I meet my need on my own?

When they are upset,
Practice Saying These 2 Things:

#1:
OK, I understand.

#2:

What can I do to make it better?

Key #2: Understand the Basics of Successful Communication



True Leaders Listen



Nelson Mandela

Listen!



RESPOND | REACT

A Mindful Difference

When you really listen, you can respond

Do You
REACT

or

Do You
Respond?



*When your FOCUS
is in the right place*

**You are more likely to
RESPOND, not REACT**

The 4 ANIMAL Communication

Styles



You may be one type in one situation
And another in a different situation

- ▶ **THERE ARE 4 MAIN ANIMAL PROTOTYPES**
- ▶ **Try to identify with each**



RAM

- ▶ Rams are ambitious,
- ▶ Creative
- ▶ Decisive
- ▶ Successful
- ▶ Organized
- ▶ Honest,
- ▶ Overachievers
- ▶ Not shy, they don't under-communicate



When working with a Ram:

- ▶ Make sure that they know that you have heard them. Repeat what they are saying back to them.
- ▶ The reason they keep repeating things over and over is because they think they have not been heard or their point was not understood.



When working with a Ram:

- ▶ Take time: “let me make sure, I understand, what you are saying”
- ▶ Take notes, so they can see that you are hearing them and taking seriously what they are trying to say. “Let’s write this down, let’s make a plan.”
- ▶ Rams react well to organization, planning, and being heard



Grasshopper

- ▶ Conflict avoidance
- ▶ As soon as there is a confrontation or uncomfortable situation, they jump away
- ▶ They can jump away mentally, behaviorally (open computer or smartphone or space out) or get out the door.
- ▶ May use distraction and entertainment to soothe themselves.
- ▶ Take themselves to an easier place, more fun.



Positive side of Grasshopper:

- Usually, grasshoppers are positive people, look at positive outlook



Negative side of Grasshopper:

- ▶ They try to escape difficult situations
- ▶ Don't want to deal with them.
- ▶ Leave the other person frustrated
- ▶ Dropping projects or opportunities



When working with a Grasshopper:

- ▶ Talk to them in a calm relaxed setting.
- ▶ Ask to set a time to talk about XYZ.
- ▶ Talk in cheerful way.
- ▶ Keep it light.
- ▶ Give them the confidence and reassurance that you can talk it out without pain, or conflict.



Turtle

- ▶ Slow moving
- ▶ All about protection, feeling safe
- ▶ Take shelter within
- ▶ Wait out emotions by going internal
- ▶ They may feel like shrinking down to wait things out, so they don't feel hurt.
- ▶ They feel like they have no other option, need to retreat.



Snapping Turtle

- ▶ Sometimes they feel like retreating is not enough, so they would snap!
- ▶ Cut you down or bite
- ▶ **SOLUTION:**
Give them enough space to process the situation.



When working with a Turtle:

- ▶ Turtles want to feel safe. Then they won't have to snap
- ▶ Need extra time to adjust to new situations or people. Their shell is very important. How do they feel safe/home



Dog

- ▶ Loyal, want to be by your side, will stick by you even when mistreated or misunderstood.
- ▶ I want to help you. Can I just be with you and do all I can for you and give you everything I can.
- ▶ Self-sacrificing. Think of your dog, when you feel sad, that dog comes to you and give you a nudge to give you reassurance and support, just to make you feel a little better.
- ▶ Self-Sacrificing
- ▶ Can't say "no"



If you are a Dog:



- ▶ Value kindness, love, sense of shared purpose
- ▶ How to honor this part of yourself?
- ▶ But also how do we realize healthy turtle boundaries, realize the persistence of a ram, relaxation of a grasshopper?
- ▶ Know that just being there is not enough.
- ▶ Sometimes, need to have a conversation or switch tactic

True Leaders Inspire (not just manage)



Key #3: Apply the True Leader's EEE



True Leader's EEE:

Elevate, Educate, Empower

True Leader's EEE:

Elevate

- Praise for what is already working
- Compliment your team members



True Leader's EEE:

Elevate



Is it possible to over-thank or over-compliment?

True Leader's EEE:

Elevate

Appeal to their need for

- Certainty
- Connection
- Significance



True Leader's EEE:

Educate

- Teach by example
- Show how you want things done
- In-services!
- Coaching!



True Leader's EEE:

Appeal to their need for

- Variety
- Growth
- Connection

Remember: MOST PEOPLE
WANT TO DO WELL

Educate

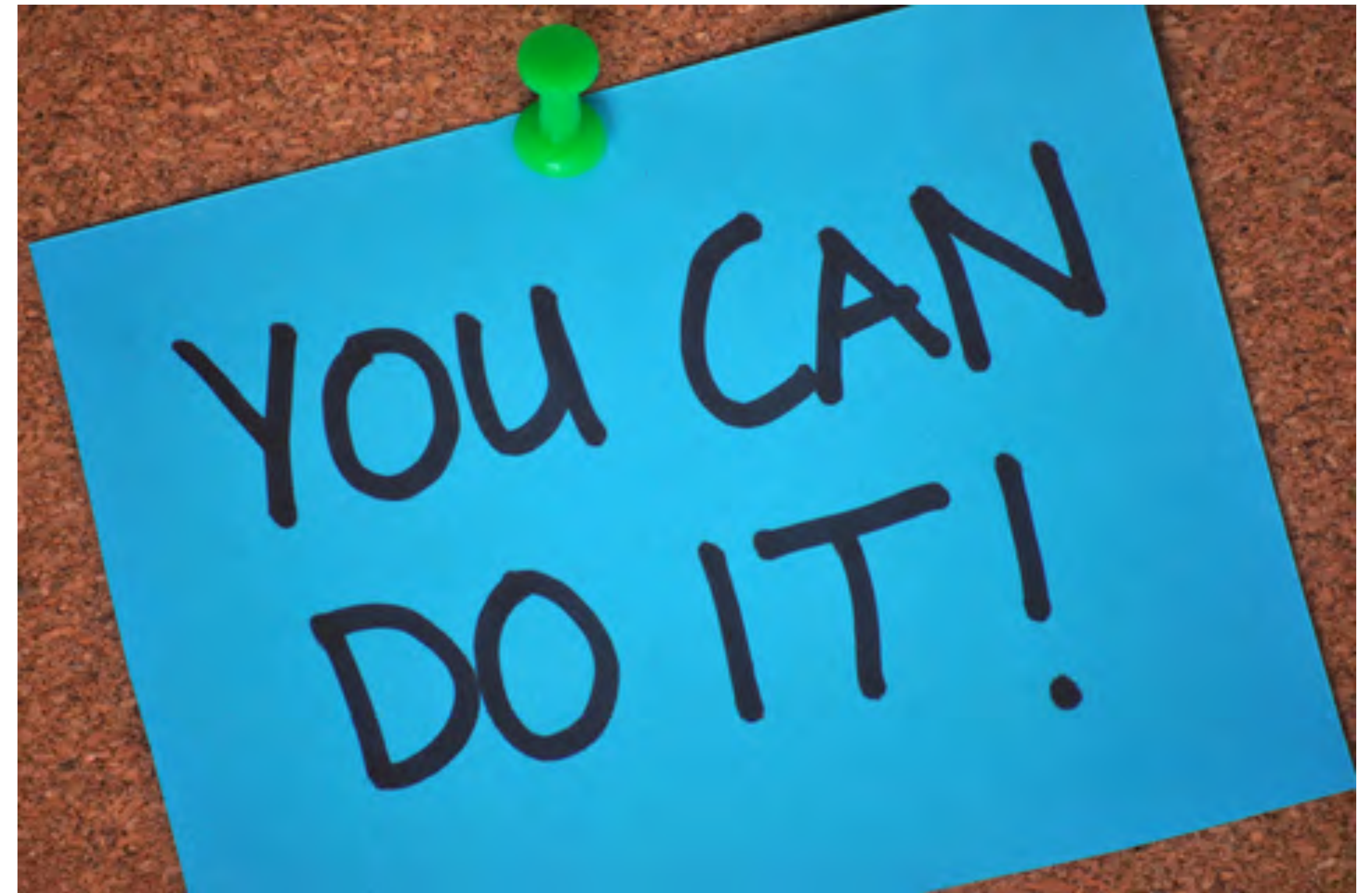


True Leader's EEE:

Appeal to their need for

- Significance
- Growth
- Contribution

Empower



True Leader's EEE:

Empower

**YOU
DON'T
BUILD A BUSINESS
YOU BUILD
PEOPLE
AND THEN PEOPLE
BUILD THE BUSINESS**

Elevate, Educate, Empower

Are you doing it with your team?

True Leader's EEE:

Elevate, Educate, Empower



To wrap it up...

If your actions
inspire others
to dream more, learn more,
do more and become more,
you are a
LEADER.

Thank you!



WHO'S AWESOME?

You're Awesome!