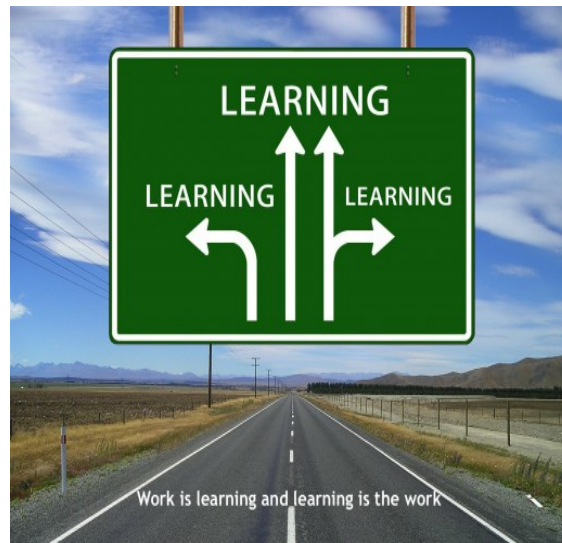


Neuro & Mindful Leadership – Think & Act Like A Leader

Reflect on how you perceive the leadership function and yourselves within the context of leadership



Explore ways in which you can unlock creativity within your team, customers and your organisation as a whole.

“Management is about arranging and telling. Leadership is about nurturing and enhancing.” Tom Peters

Reflective thoughts:

- If you were to describe a good leader, what words would you use? Please agree as a team to a maximum of 2 words.
- What is creativity?
- How creative are you? Please draw a creativity scale and place yourself on it.

Leadership & Creativity

- **TELL:** *Do it* → a directive, autocratic style
- **SELL:** *Here's why you should do it* → giving some context about the task, a reason for the task
- **CONSULT:** *What do you think* → asking them their opinion of the task, more democratic style
- **DELEGATE:** *Do what you want* → leaving staff to take charge of the task entirely

TELL

SELL

CONSULT

DELEGATE



Leadership & Creativity

- In its essence, creativity relates to either coming up with something totally new or putting together existing ideas and concepts to create something unique, something value adding.
- Ward's (2004) creative cognition approach views creative ideas as being the natural result of applying basic mental operations to existing knowledge structures. The originality of a given idea, that is, the balance between its novelty and familiarity, will be determined by the processes employed and the way in which existing knowledge is accessed.

Reflective Learning

- Think about the last time you tackled something difficult:
 - Did you get it right the first time?
 - How did you gain the understanding needed to arrive at the end result?
- Now reflect on your role today. As a leader:
 - How focused are you on results? Do you find it that you lose sight of what it takes to get there?
 - Do you find yourself pressing more for the outcomes themselves rather than creating the conditions that lead to great outcomes?
 - How often is it that you and your team achieve set targets only to find that they are a bit hollow?

Design a wallet



What is design thinking?

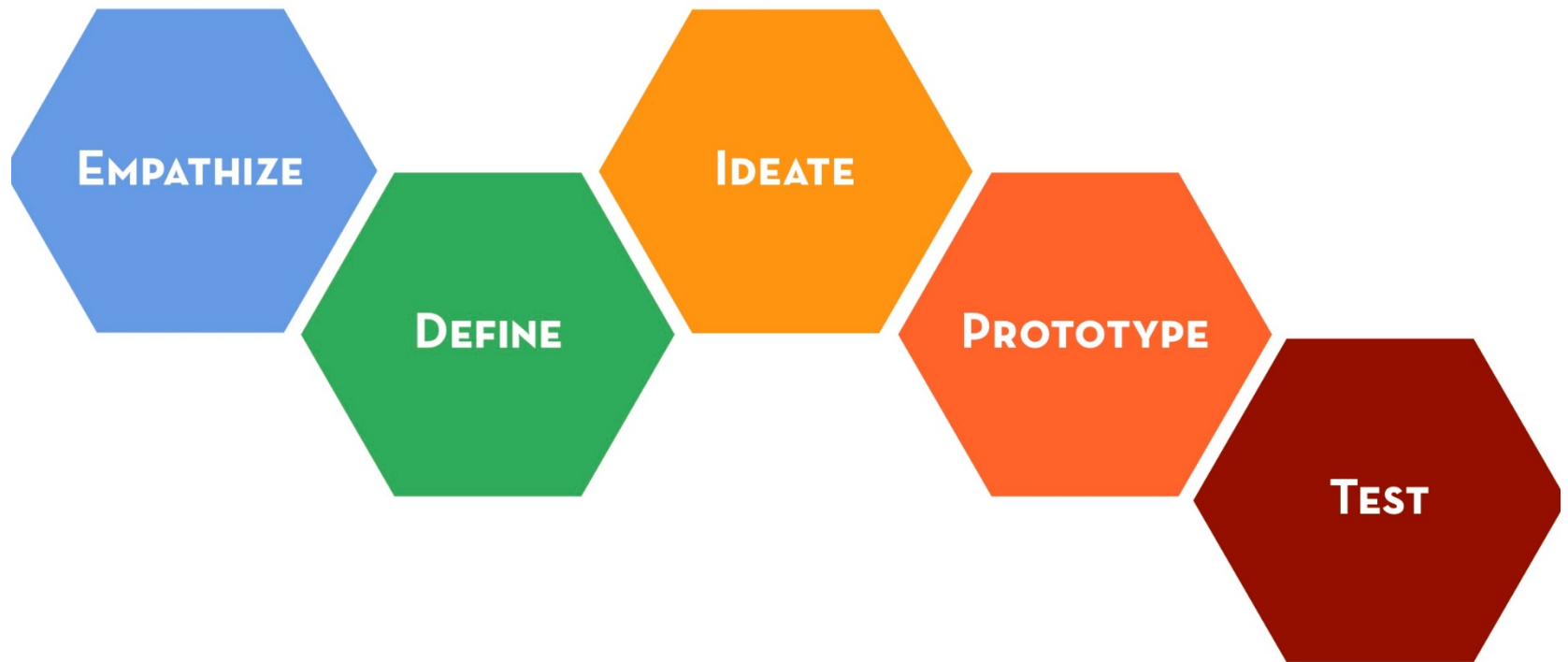
“The main tenet of design thinking is empathy for the people you’re trying to design for. Leadership is exactly the same thing – building empathy for the people that you’re entrusted to help.”

– David Kelley, Founder of IDEO

Design innovation can help you uncover opportunities, develop solutions based on real understanding and insights and iterate quickly to optimize what you create as a leader.

Design thinking has been embraced by businesses as a way out of stagnation and is enjoying popularity as an approach to innovation.

Design thinking process



Reflection for Clarity

- What problem are you solving? Scope a specific and meaningful challenge
- Produce a coherent vision of messy problems. Frame it in a way to inspire others

Focus on Human Values

- Empathy for the people you are designing for and feedback from these users is fundamental to good design
- OBSERVE
- ENGAGE
- IMMERSE

Show; Don't Tell

- Communicate your vision in an impactful and meaningful way by creating experiences, using illustrative visuals, and telling good stories

Embrace experimentation

- Prototype is not simply a way to validate your idea' it is an integral part of your innovation process.
- Build prototypes to: gain empathy, explore, test, inspire, start conversations, solve disagreements, fail quickly and cheaply

Be Mindful of Process

- Know where you are in the design process, what methods to use in that stage and what your goals are.
- Bring together and solutions to emerge from the diversity.
- Design thinking is a misnomer; Bias toward doing and making over thinking and doing.
- Innovators with varied backgrounds and viewpoints. Enable breakthrough insights

Parting ways...

- Challenge your assumption that you plan first and execute later.
- Disrupt the notion that you figure out things first and low ahead with no detours.
- Liberate you from thinking that you need to have all the answers and motivate you to ask better questions.
- Aim to set the foundations for making you as leaders more open to design thinking and its benefits something which you can take with you to see how you can start applying design thinking in your organisation.
- Provide you with a toolkit for addressing problems and identify new ways to serve and support people by uncovering latent needs, behaviours, and desires.

Task

Identify a situation in your work/personal life and apply a design thinking approach to it. Please report your reflections on it.

Reflective questions:

- When you next solve a problem with your team how have you incorporated the creative side of leadership from this module?