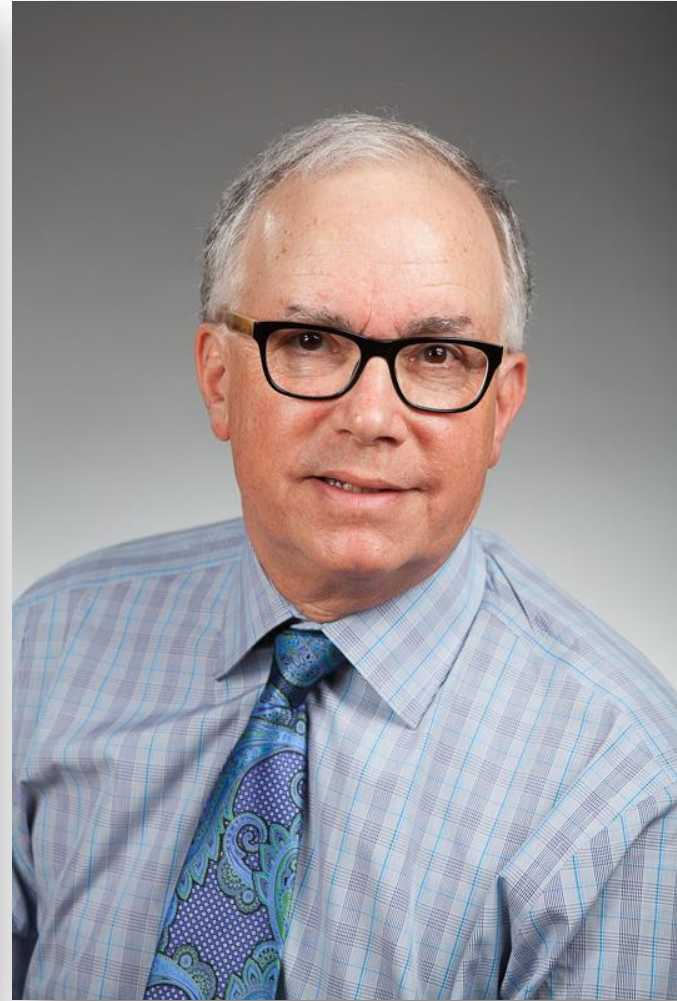


Managing Minds Winning Hearts

David Grebow & Stephen J. Gill

Minds @Work



Preview of Big Takeaways

- Discovered two distinct approaches to managing people
- Saw that one was a worldwide trend
- Realized that it was the only approach that can succeed in the 21st century

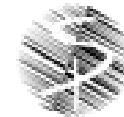
Pizza? Really Pizza?

**The key is that you cannot solve
21st century problems with
20th century solutions**



**In which industry
do you work?**

Only the Smartest Companies Win



Managing Hands



Managing Minds



Organizational Features



20th Century Industrial Economy

21st Century Knowledge Economy

Command and Control

Collaborate and Communicate

Knowledge is Power

Sharing Knowledge is Power

Siloed Organization - Secretive

Open Organization - Transparent

Work Spaces

Learning Spaces

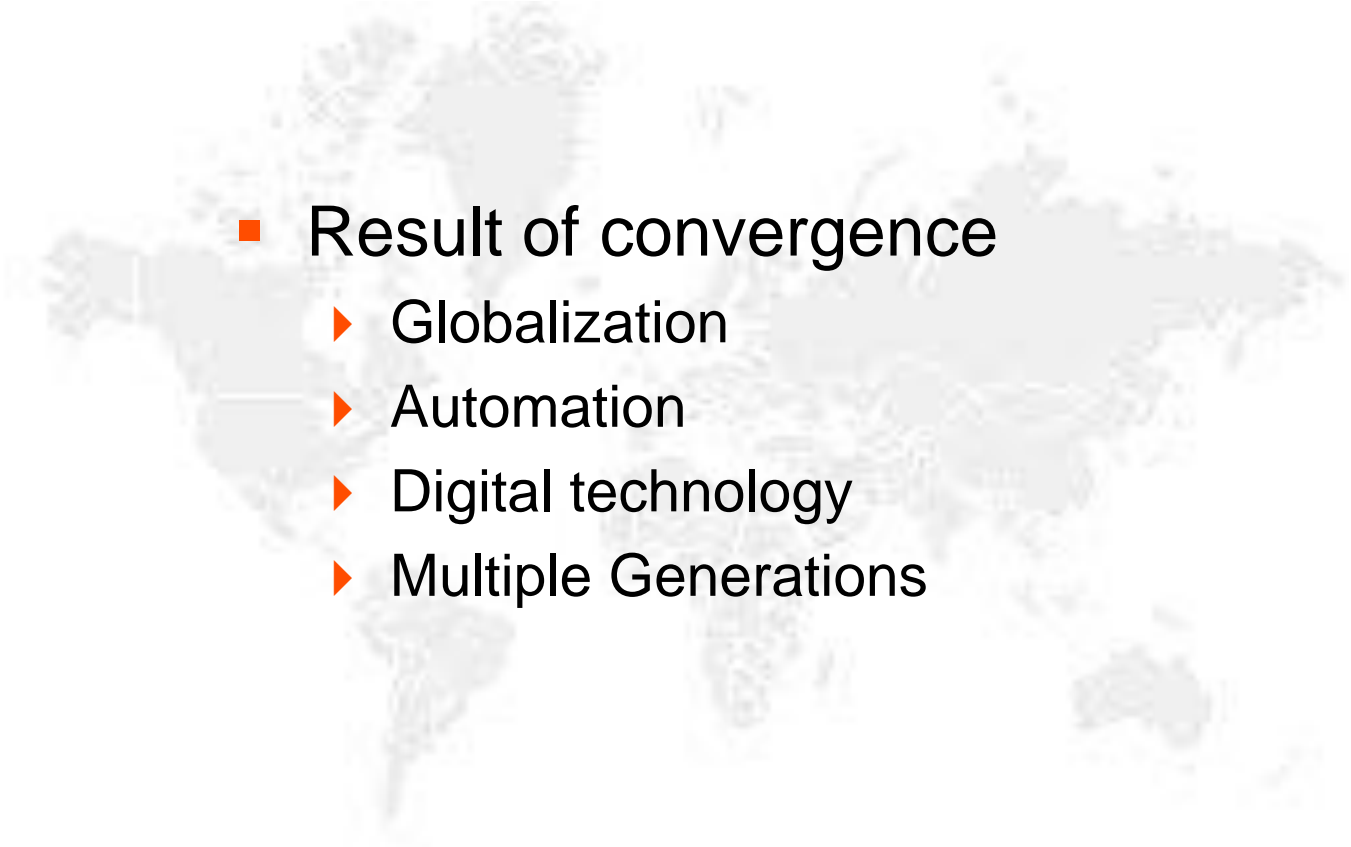
Limited Technology Access

Unlimited Technology Access

Learning is pushed

Learning is pulled

Why?

- 
- Result of convergence
 - ▶ Globalization
 - ▶ Automation
 - ▶ Digital technology
 - ▶ Multiple Generations

Different Types

- Three types of different companies
 - ▶ Traditional - Only managing hands
 - ◆ Mainly found in mature industries and companies
 - ◆ Example: Clothing manufacturing
 - ▶ Transitional – Evolving between the two
 - ◆ Corporations that must change or die
 - ◆ Example: AT&T
 - ▶ Aspirational – Primarily managing minds
 - ◆ Technology-based, often newer
 - ◆ Example: Google

The Three Types

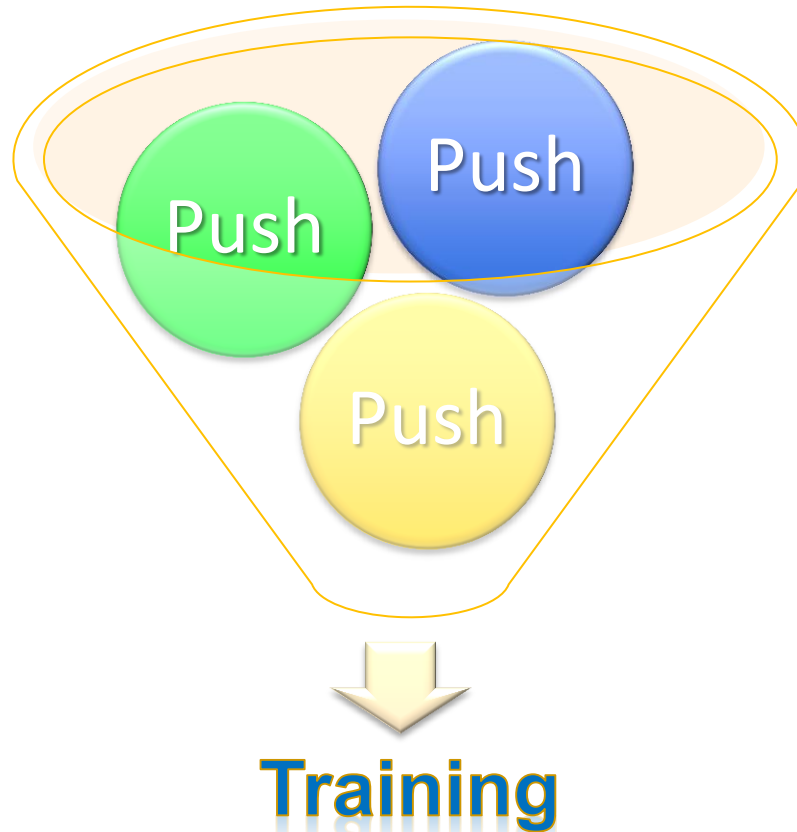


Traditional Transitional Aspirational

Please Check Experience

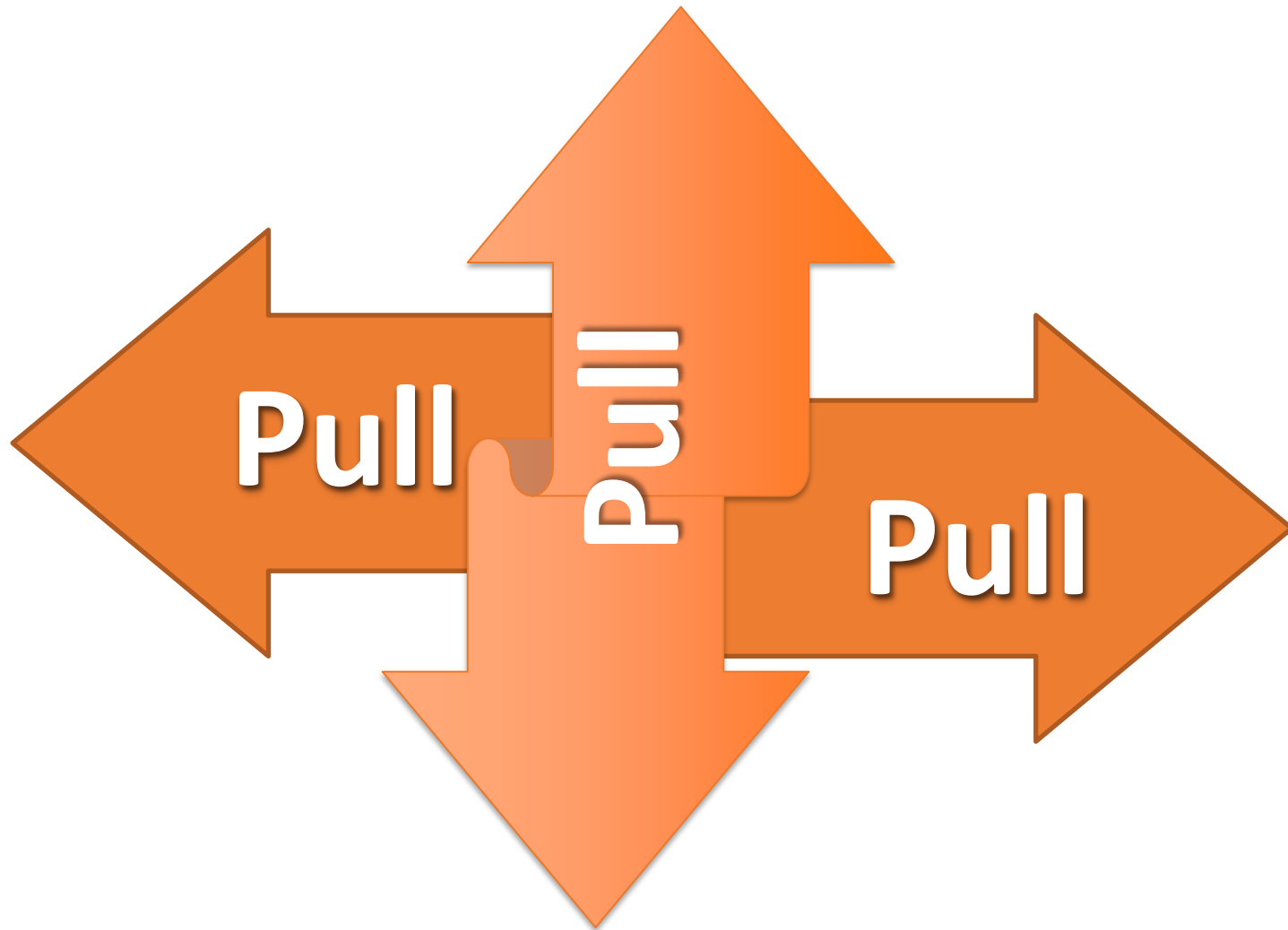
Traditional	Transitional	Aspirational

Push Attributes



Push Attributes


- No connection during or after training
- Not in context
- No collaboration
- No relation to individual/team growth
- Not retained
- Just-in-case



Learning

Pull Attributes

- Connected, able to collaborate
- Growth mindset
- Supporting technology links
- Focus on performance
- Requires EI as well as IQ
- Sharing knowledge
- Dynamic system
- Just-in-time



**Could you implement
a managing minds
approach in your
organization?**



Yes



Maybe



No

Individual Benefits

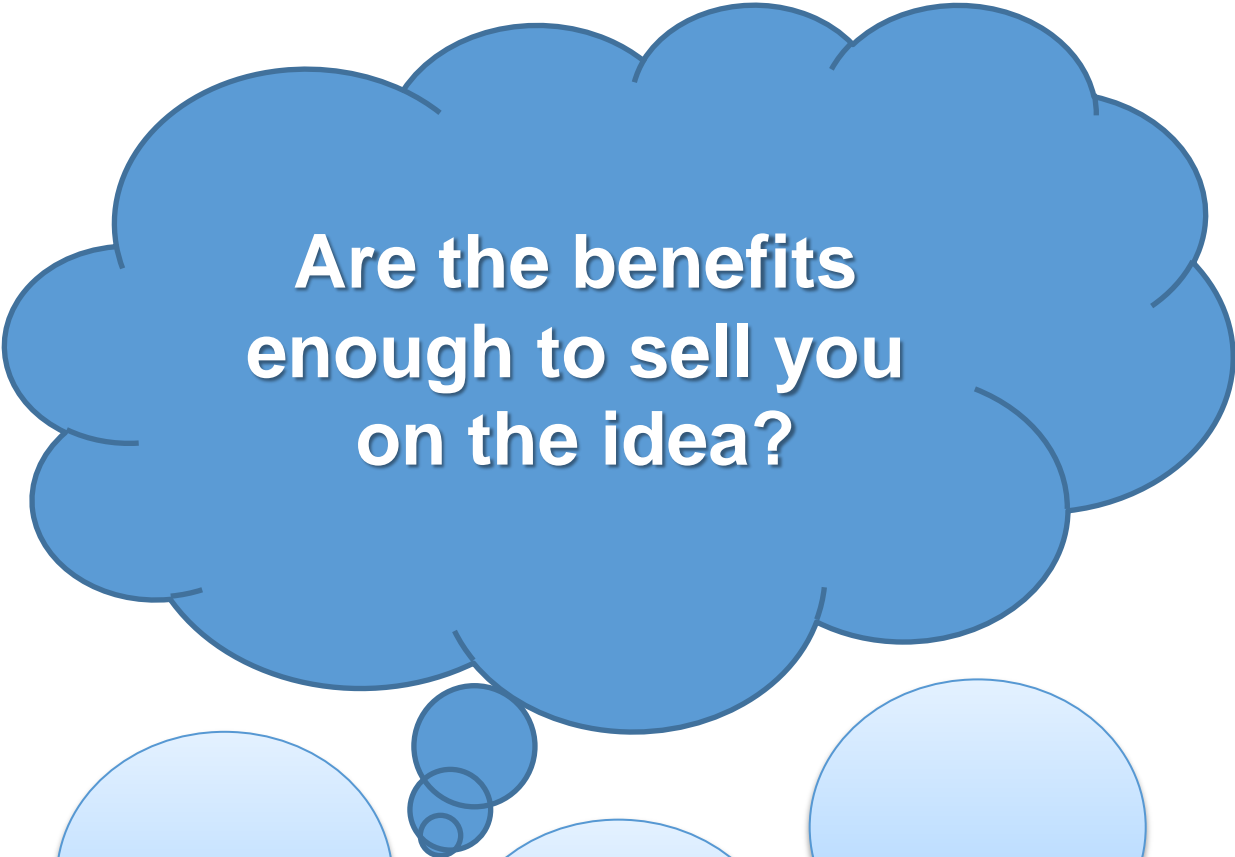
- Increased involvement and engagement
- Reduced levels of turnover
- Improved levels of higher quality
- Increased job performance
- Improved productivity and profitability
- Greater job satisfaction at the end of the day
- Increased focus on EI as well as IQ

Team Benefits

- Increased emphasis on continuous learning
- More collaborative and cooperative
- Better communication
- Increased openness to failure
- Information shared openly/frequently
- More effective and cohesive teams
- More high performing teams

Organizational Benefits

- Better ethics and community relations
- Steady increase in revenue and value
- KPIs moving in positive direction
- Improved communication
- Lower than average turnover
- Greater innovation
- Greater response to competition
- Better long range planning
- Increased sustainability



**Are the benefits
enough to sell you
on the idea?**



Yes



Maybe



No

Through the Looking Glass

“The factory of the future will have only two employees, a man, and a dog.

**The man will be there to feed the dog.
The dog will be there to keep the man
from touching the equipment.”**

- Warren Bennis
Management Consultant

Imagine ...

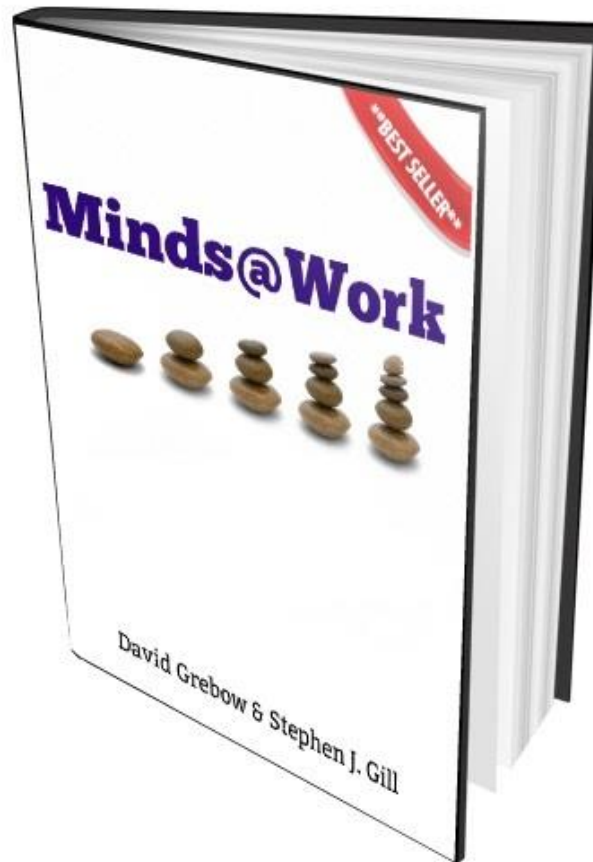


Review of Big Takeaways

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The Book



Minds@Work

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