

The Transformation Equation: Discover the 5 Foundational Components of Transformational Leadership

Mack and Ria Story, Top Story Leadership

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About Mack and Ria Story:

- Mack Story has logged over 11,000 hours leading teams through organizational change. He is the author of the extremely popular *Blue-Collar Leadership*® Series.
- Ria Story is an author, TEDx speaker, and expert in leadership and life skills for women. Ria has nearly 20 years of experience in leadership and management.
- Mack and Ria co-founded Top Story Leadership in 2008, are certified leadership speakers and trainers, and have published 22 books on leadership development and personal growth.
- Highlights for them have been:
 - Helping train 20,000 Guatemalan Leaders with John Maxwell
 - Speaking at Yale University
 - Offering leadership development support for the U.S. Military, Chick-fil-A, Auburn University, Chevron, and many other organizations

AGENDA



- What is Transformational Leadership?
- Why do we need Transformation? The 3 Dilemmas
- What is The Transformation Equation?
- What happens transformational components are missing?

Transformation Isn't Easy

“85% of companies have undertaken a transformation during the past decade.

Nearly 75% of those fail to improve business performance, either short term or long term.”

Harvard Business Review, Changing Minds, June 2018

Transformational Leadership

Transformational Leadership: What is it?

- Leadership is Influence
- Transformation is a “Lasting Difference in Form,” not short term change
- Transformational leadership is influencing people and organizations in a way that results in positive transformation



Why Do We Need Transformation? The 3 Dilemmas

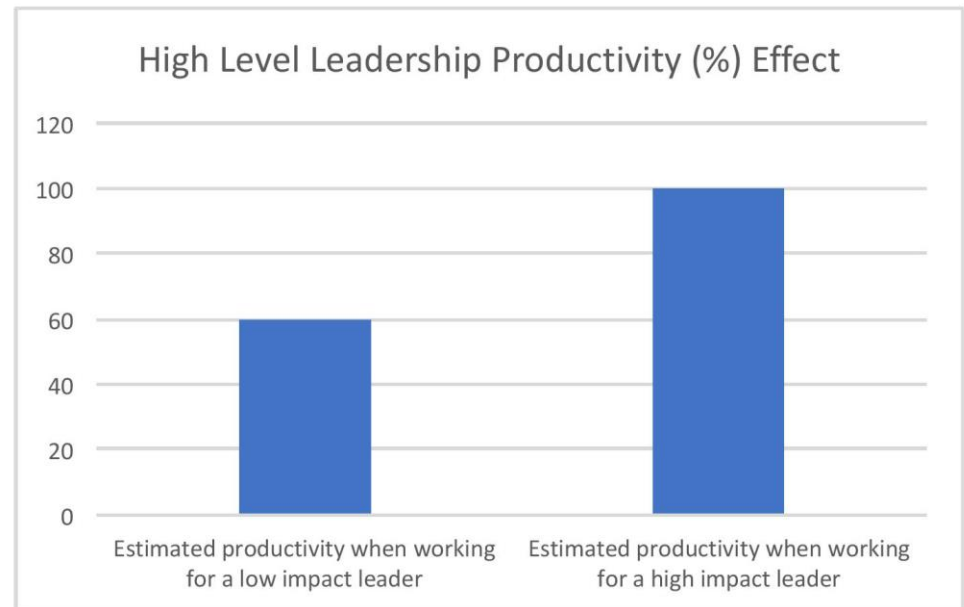
The Engagement Dilemma

- Leaders are frustrated with lack of employee engagement; employees are frustrated with lack of leader engagement
- Engagement at all levels is the key to reducing turnover, costs, and frustrations for organizational leaders
- Disengaged employees are a symptom of disengaged leaders at one or more levels in the organization

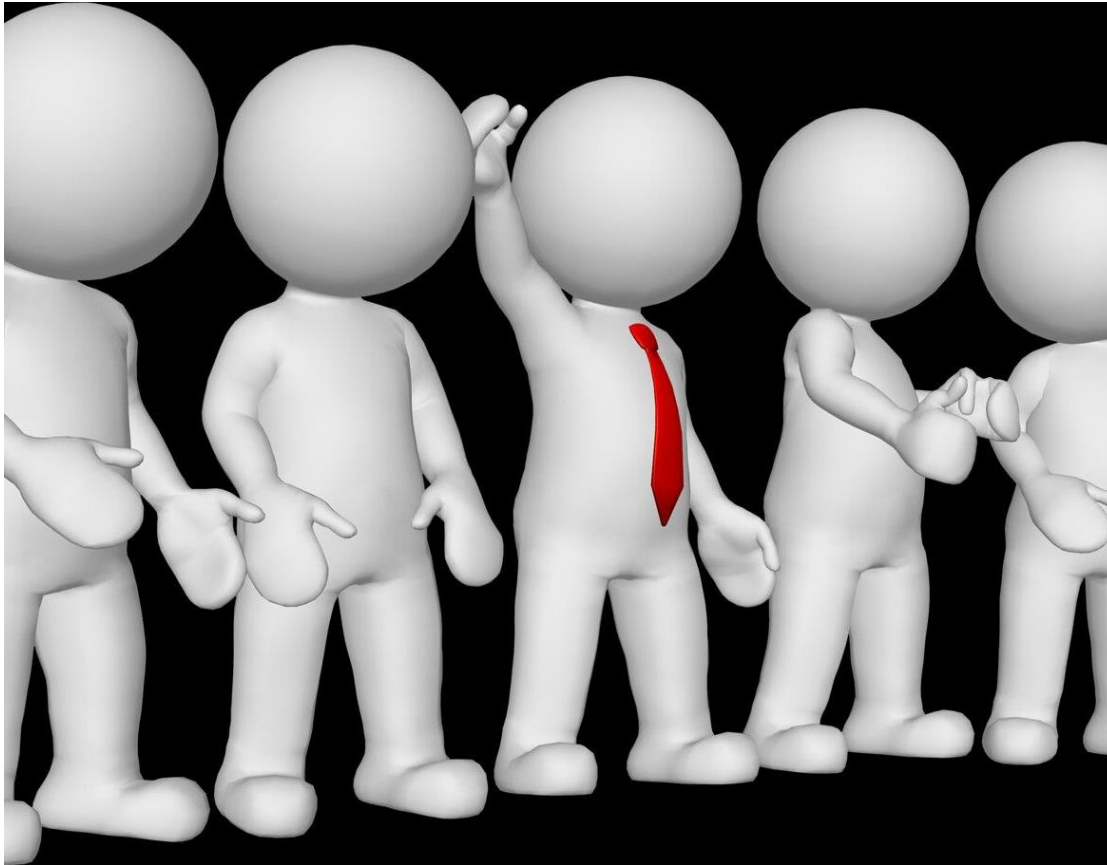


Engagement Starts at the Top

Research shows 79% of employees are, on average, 40% more productive and engaged when working for a better leader.



*Source: 2011 study by Harris Interactive



The Retention Dilemma

- The competition wants more than your customers: They also want your people.
- In addition to salary, high performance team members want growth and development opportunities that will help them become more successful **personally and professionally**.
- High impact leaders understand they must offer more development opportunities in order to become the employer of choice in their area and in their industry.

Culture Vs. Strategy

*“Culture doesn’t
just eat strategy
for breakfast; it
eats everything.”*

David Katz, President of Coca-Cola Consolidated

The Turnover Dilemma

➤ We primarily interview, select, and hire employees based on the **competency** of the candidate. But, we are usually terminating employees based on **character**.

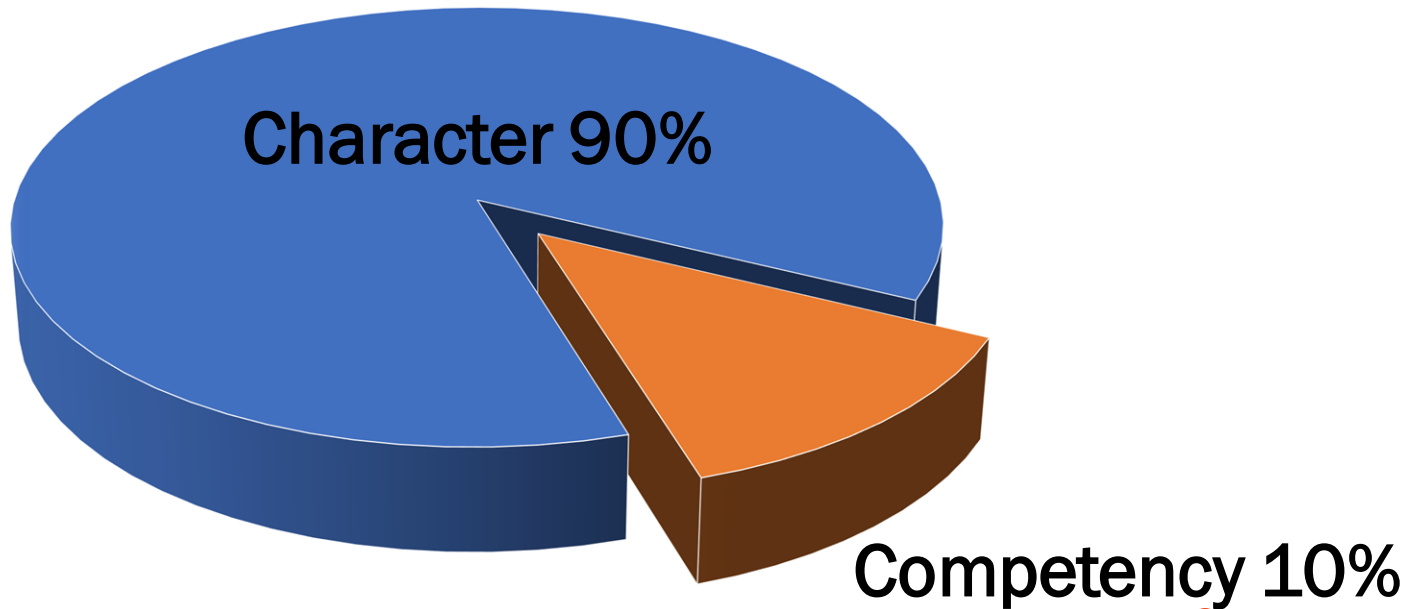
➤ **Employees are hired for what they know, but fired for who they are.** Performance problems are almost exclusively a character issue.

➤ Most training and development is focused on developing competency, not character.



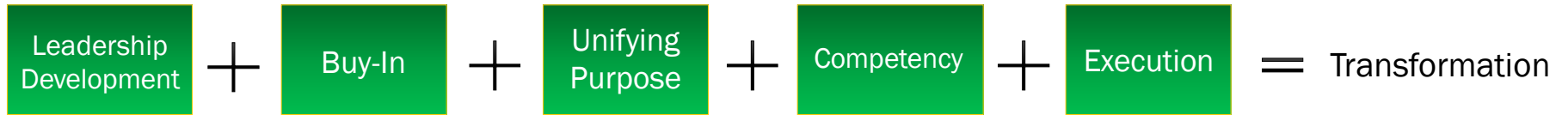
Character Leverages Competency

- 90% of our results as individuals and organizations is determined by character.

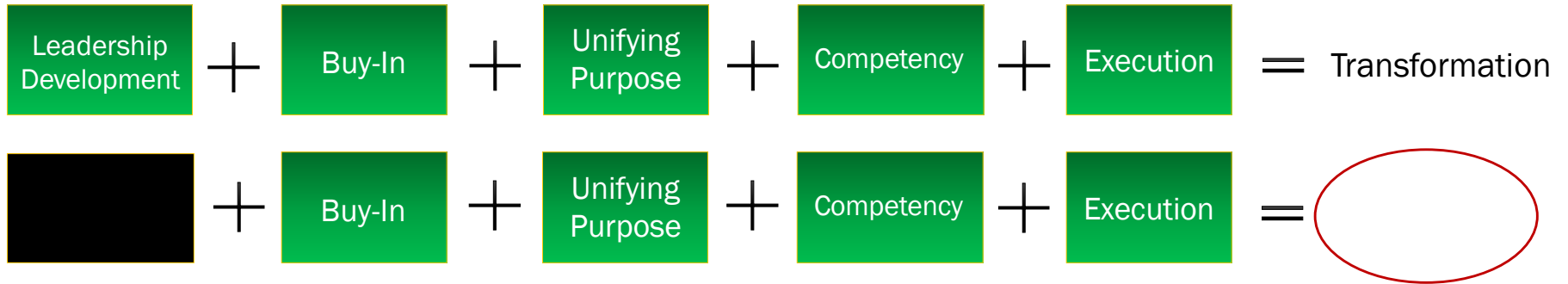


What Is The Transformation Equation?

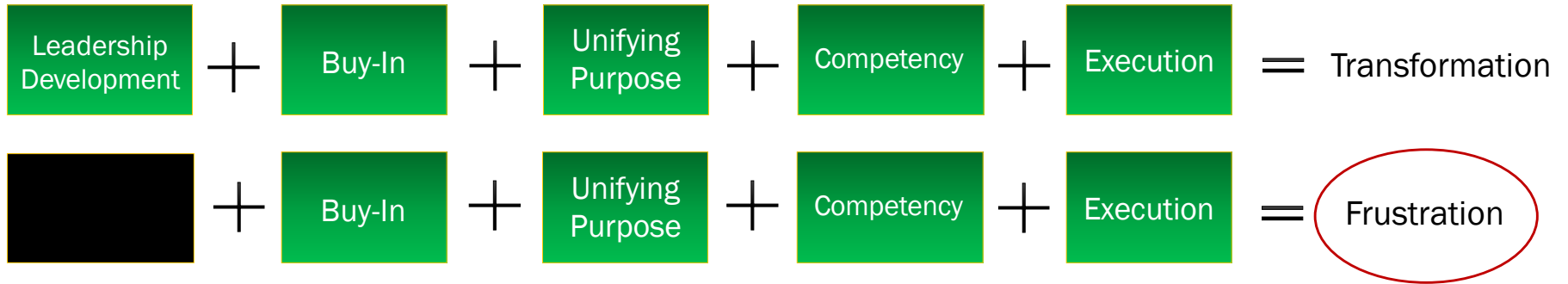
The Transformation Equation



The Transformation Equation



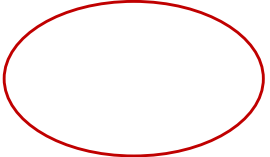
The Transformation Equation



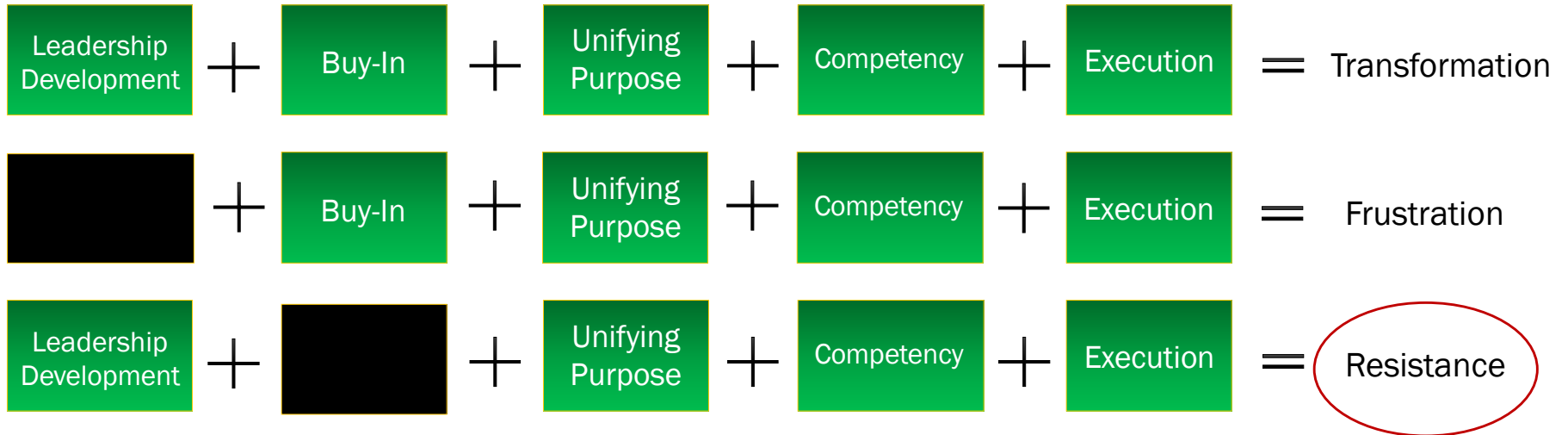
The Transformation Equation

Leadership Development + Buy-In + Unifying Purpose + Competency + Execution = Transformation

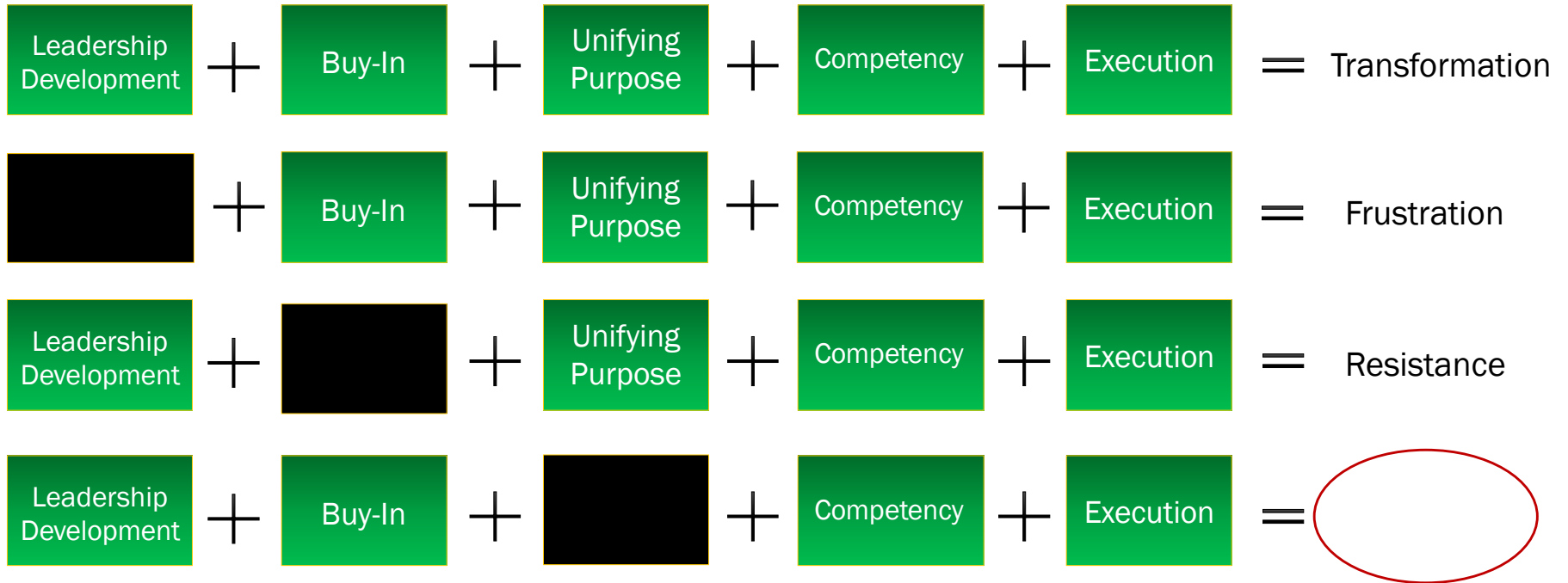
[Black Box] + Buy-In + Unifying Purpose + Competency + Execution = Frustration

Leadership Development + [Black Box] + Unifying Purpose + Competency + Execution = 

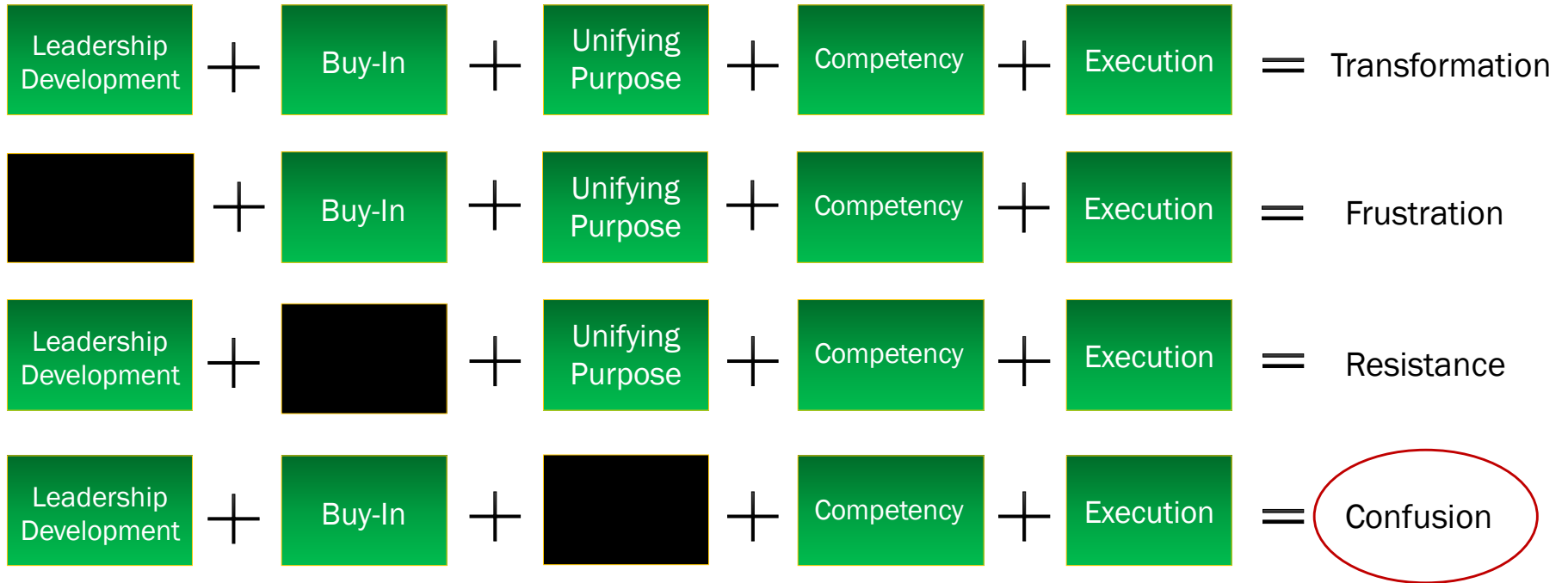
The Transformation Equation



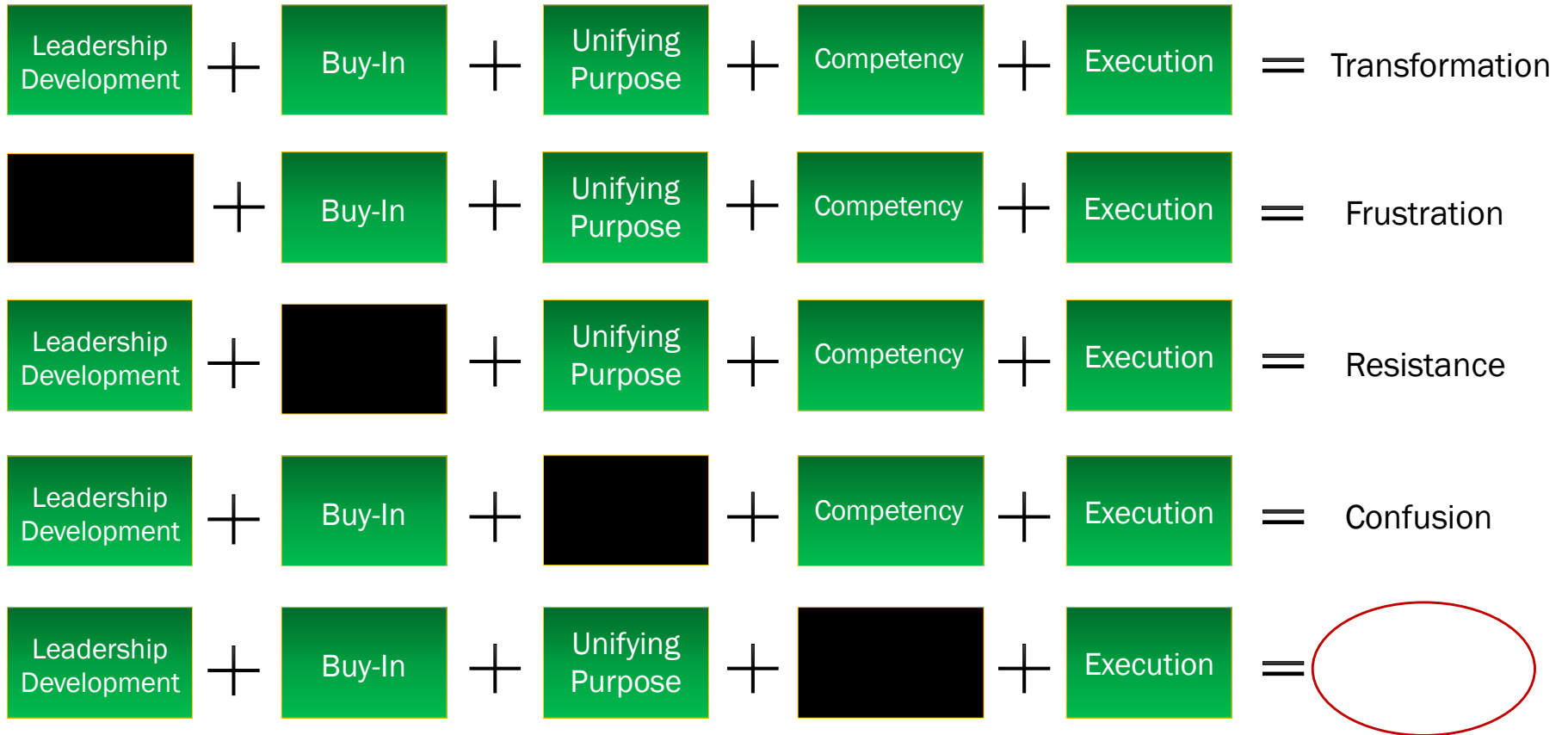
The Transformation Equation



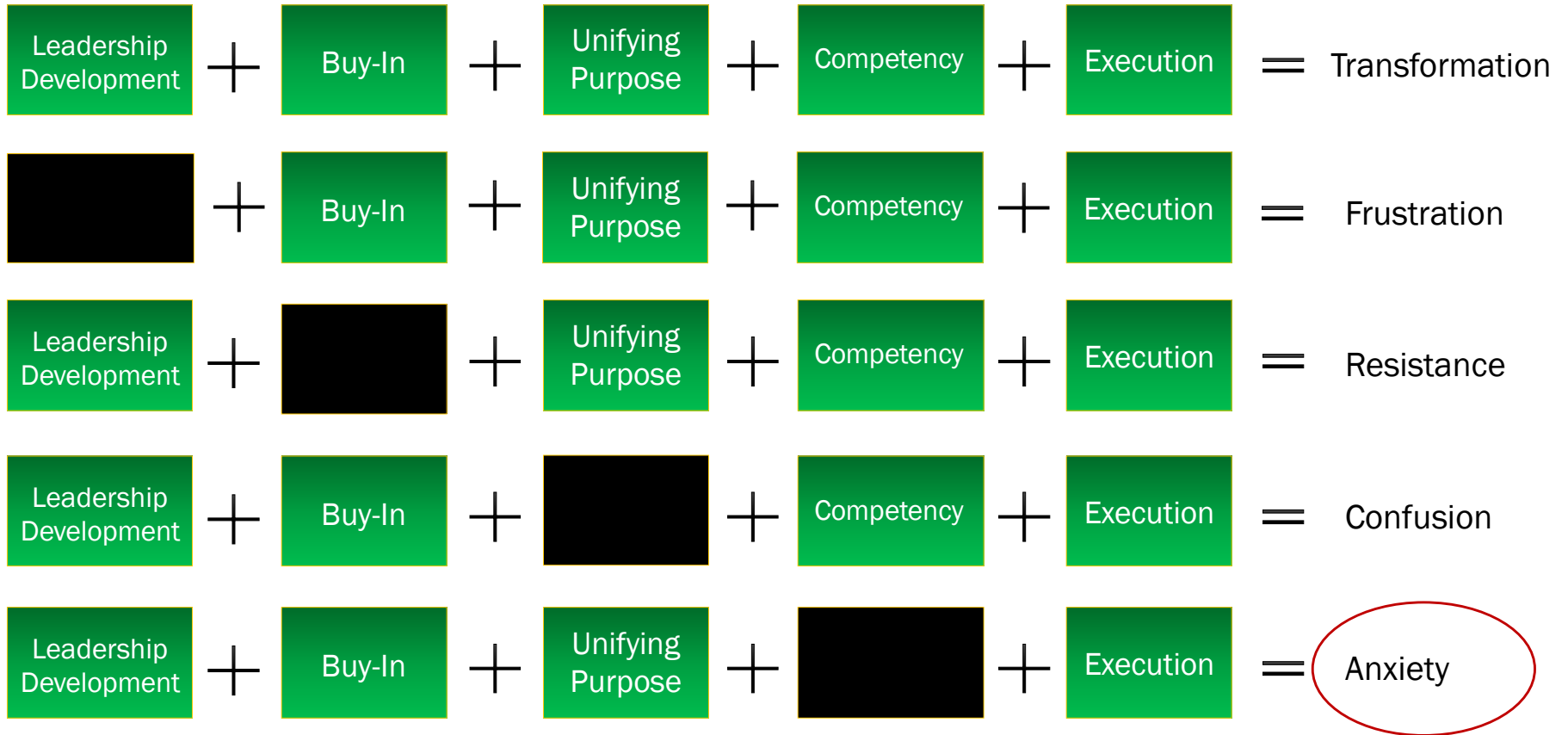
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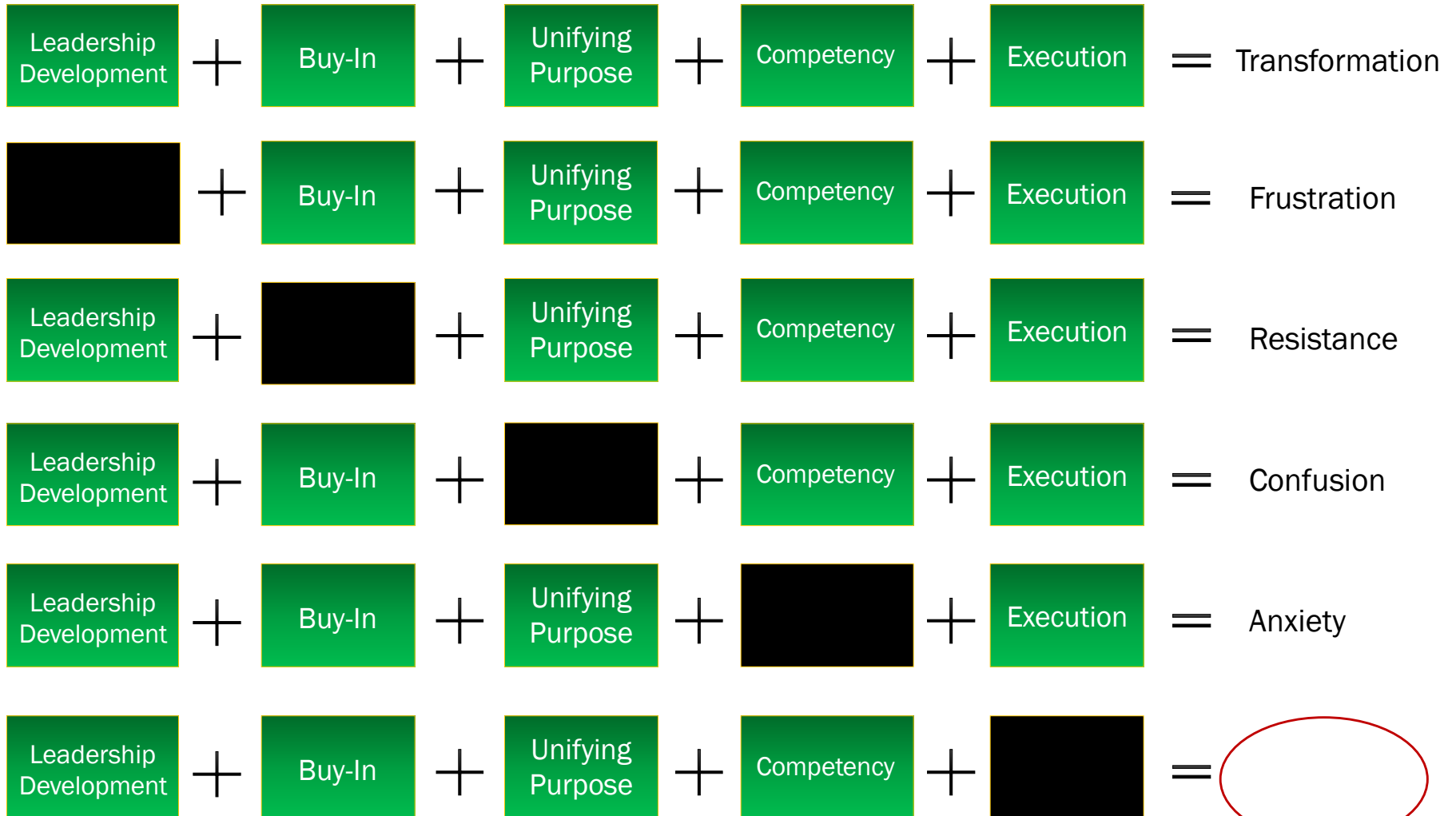
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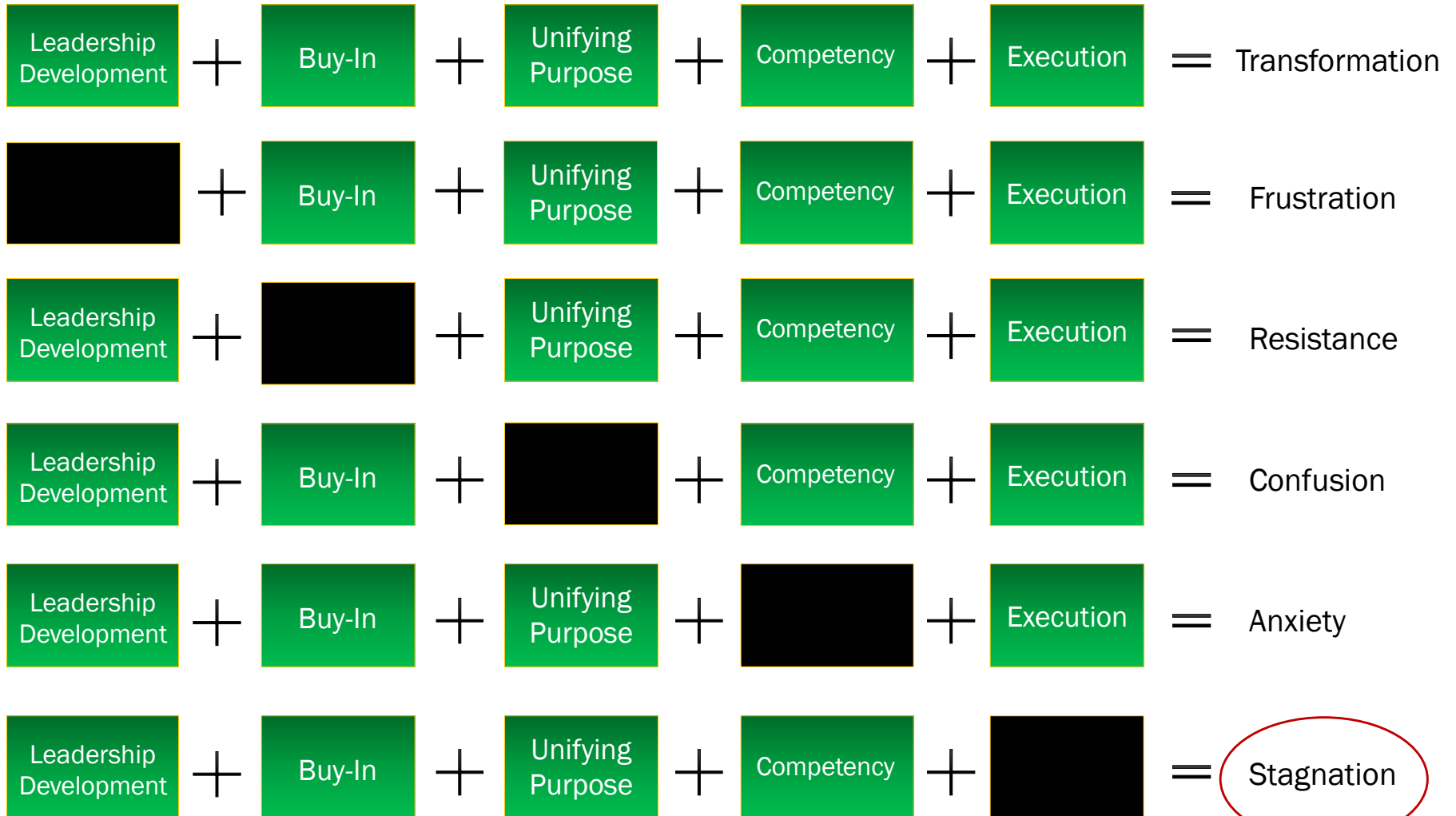


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Transformation Takes Time

- Leaders often overestimate the impact of a single event, and many leaders also underestimate the impact of consistent growth over time, the process.

***Without a transformational leader,
there won't be a cultural transformation.***

Thank you!

Ria and Mack Story, Facilitators

Upcoming LearnNow Transformational Leadership

<https://www.td.org/events/learnnow-transformational-leadership>

Alexandria, VA April 11-12