

**OTT LEADERSHIP PRESENTS**

# The Shifting Leadership Landscape

From Transactional to Transformational Leadership



**Presented by Steve Ott, Owner**



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Leadership Development | Coaching | Consulting

# Objectives

- **Understand the current needs and makeup of the modern workplace and employee**



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- Understand how both the transactional and transformational leadership models work



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- Understand how both the transactional and transformational leadership models work
- Understand why the transformational leadership model meets the demands of the modern workplace and employee



# The Great High-Five



# Employee Engagement

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- Only 29% considered actively engaged at work



# The Cost of Low Engagement

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  - 38% higher absenteeism



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  - **15% lower profitability**



# The Cost of Low Engagement

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  - 38% higher absenteeism
  - 18% lower productivity
  - 15% lower profitability
- Disengaged workers cost US businesses between **\$450-550 BILLION** a year



# The Key Question

**How do we unlock discretionary energy in our employees and why is our current model of leadership not doing it?**



# Mindset Shift #1: This isn't the same workplace



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# Mindset Shift #1: This isn't the same workplace

Yesterday's workplace design:



# Mindset Shift #1: This isn't the same workplace

Yesterday's workplace design:

- Eliminating workplace errors



# Mindset Shift #1: This isn't the same workplace

## Yesterday's workplace design:

- Eliminating workplace errors
- **Standardizing Performance**



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- Standardizing Performance
- Squeezing more out of workers



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## Today's workplace design:

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- More complexity
- More innovation, collaboration, planning



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## Today's workplace design:

- More complexity
- More innovation, collaboration, planning
- More multi-tasking with cutting-edge tech



# Mindset Shift #1: This isn't the same workplace

## Today's workplace design:

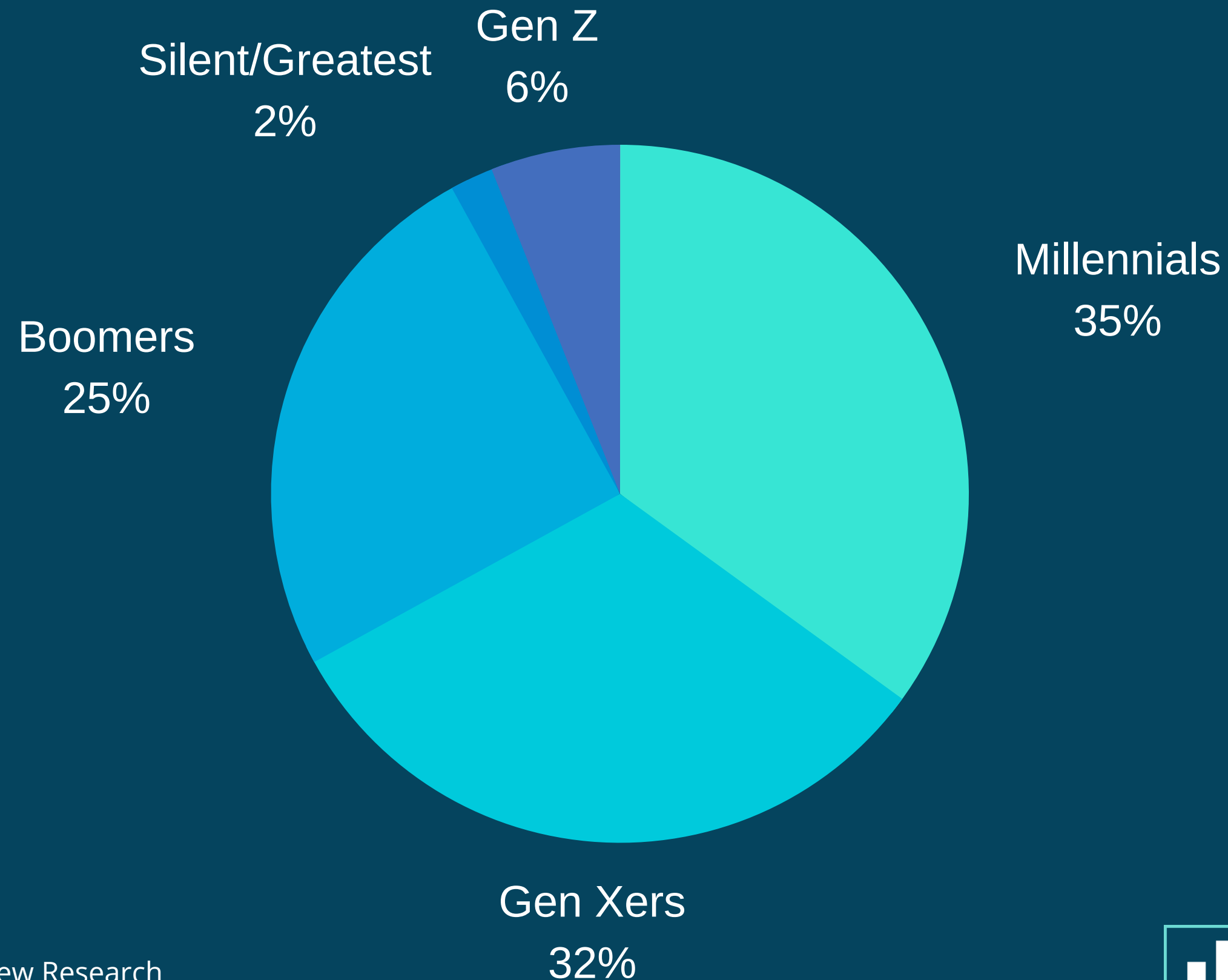
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# Mindset Shift #2: These aren't the same employees



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Source: Pew Research Center



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# Mindset Shift #2: These aren't the same employees

## What Modern Employees Are Looking For:



# Mindset Shift #2: These aren't the same employees

## What Modern Employees Are Looking For:

- Meaning and Purpose



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## What Modern Employees Are Looking For:

- Meaning and Purpose
- Leaders Who Can Engage and Inspire



# Mindset Shift #2: These aren't the same employees

## What Modern Employees Are Looking For:

- Meaning and Purpose
- Leaders Who Can Engage and Inspire
- Flexible and Opportunistic Workplaces



# The Right Model for the Right Generation



# The Right Model for the Right Generation

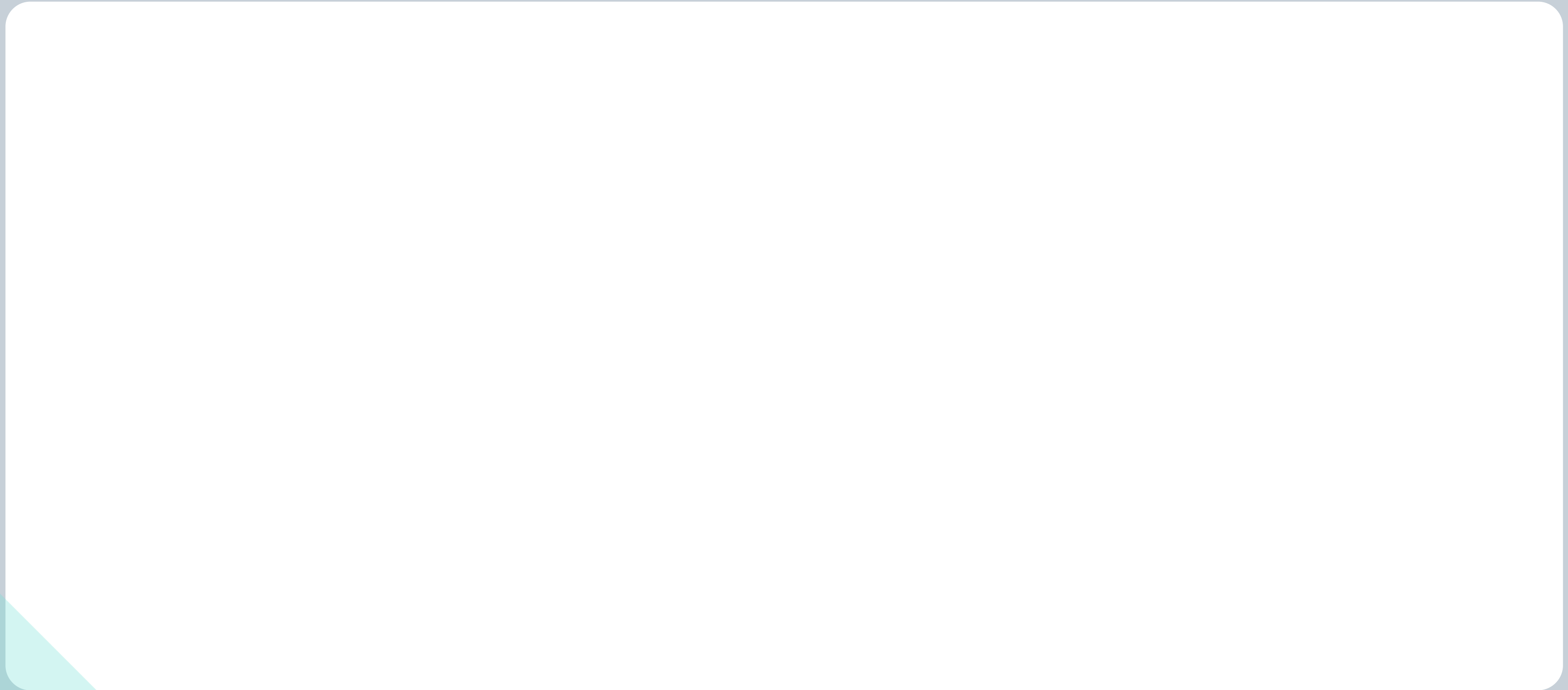


# The Transactional Leadership Model

**Transactional Leaders** are leaders who exchange tangible rewards for the work and loyalty of followers



# The Transactional Leadership Model



# The Transactional Leadership Model



Business/Organization



# The Transactional Leadership Model



Business/Organization



Leader



# The Transactional Leadership Model



Business/Organization



Leader



Employees



# The Transactional Leadership Model



Business/Organization

**Product/Service  
s**



Leader



Employees



# The Transactional Leadership Model



Business/Organization

**Product/Service** →  
**Mission** →



Leader



Employees



# The Transactional Leadership Model



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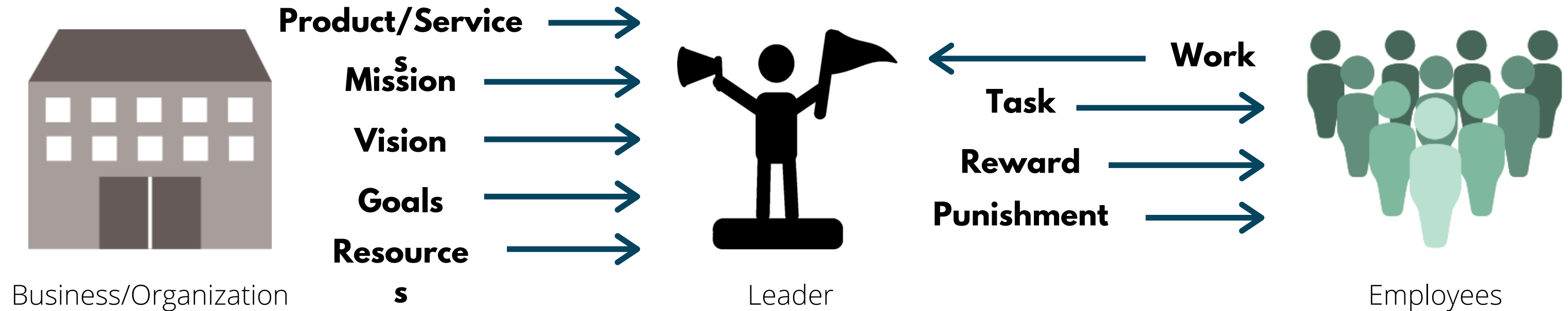
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# Why Work-Reward Fails

- It's Hidden



# Why Work-Reward Fails

- **It's Hidden**
- **It's Necessary and Expected**



# Why Work-Reward Fails

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# Why Work-Reward Fails

- It's Hidden
- It's Necessary and Expected
- It's Infrequent and Rare
- It's Limited
- It's Reactive



# When Reward Fails...Punishment!

**FEAR**

**CONTROL**

**POWER**

**ISOLATION**

**NEGLECT**

**SHAME**



# The Transformational Leadership Model

**Transformational Leaders** are leaders who focus on engagement with their followers by providing for the higher order intrinsic needs like community, vision, mission, and purpose in a way that drives performance and success for all



# The Transformational Leadership Model

## Three Main Areas of Engagement

- Relationships
- Communication
- Culture



# The Transformational Leadership Model



Business/Organization



Leader



Employees



# The Transformational Leadership Model



Business/Organization



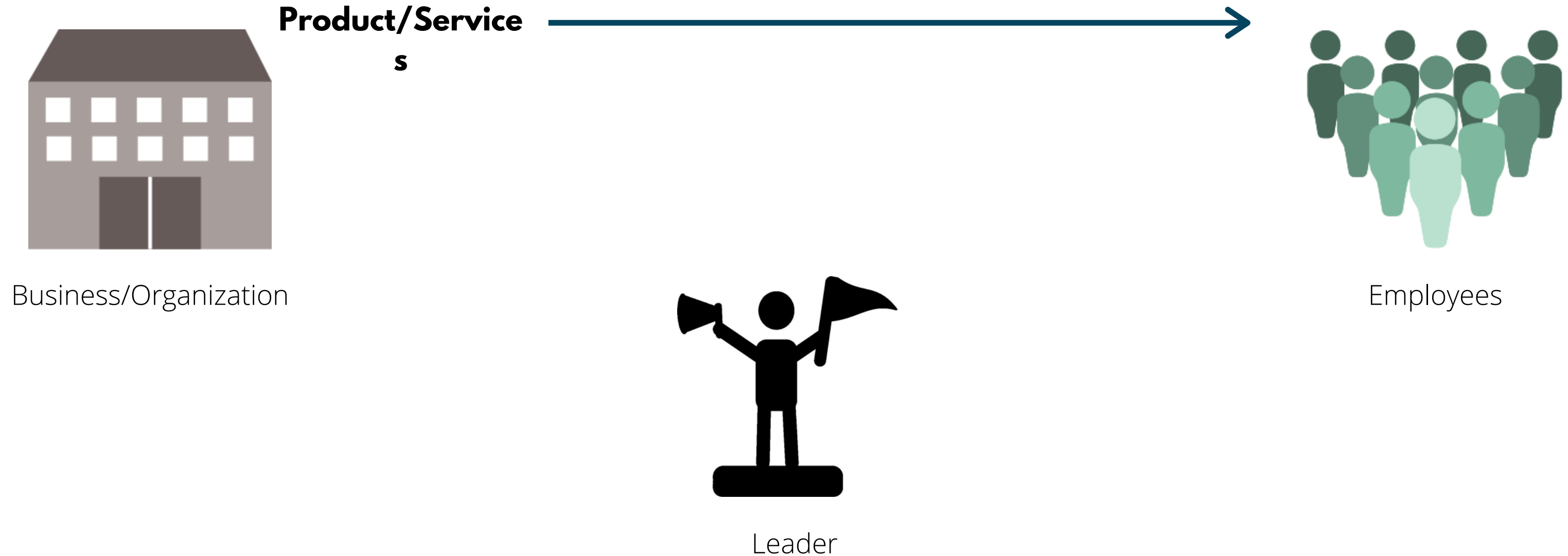
Leader



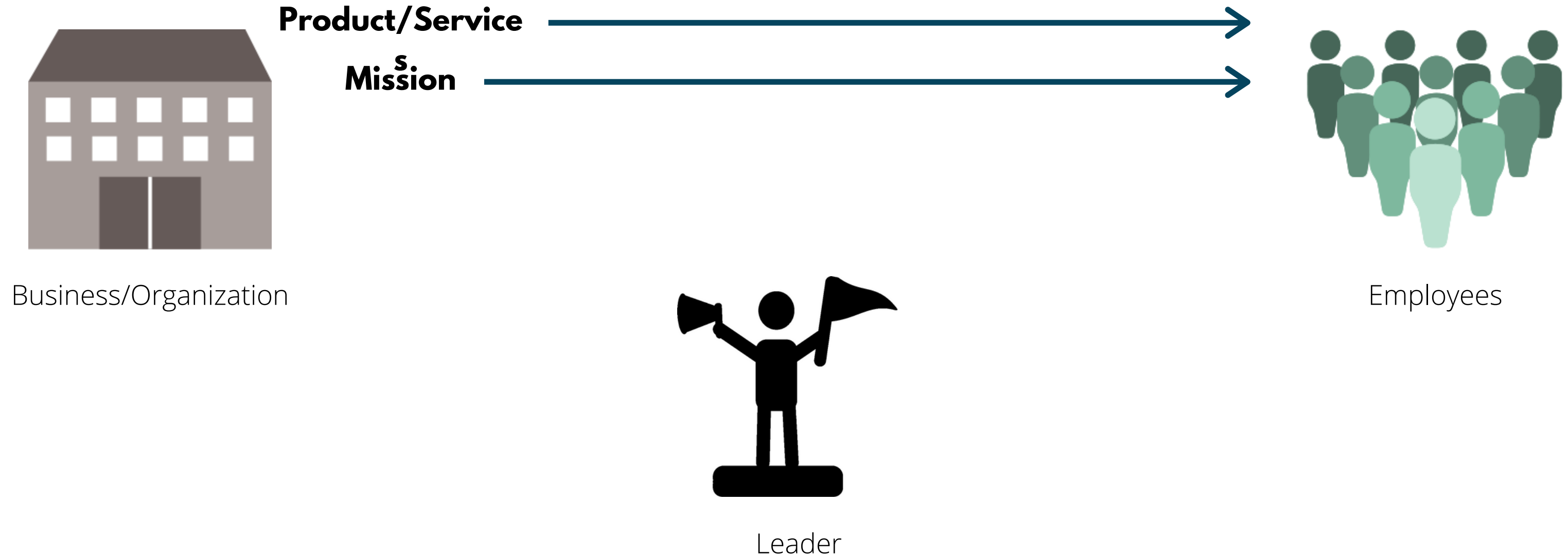
Employees



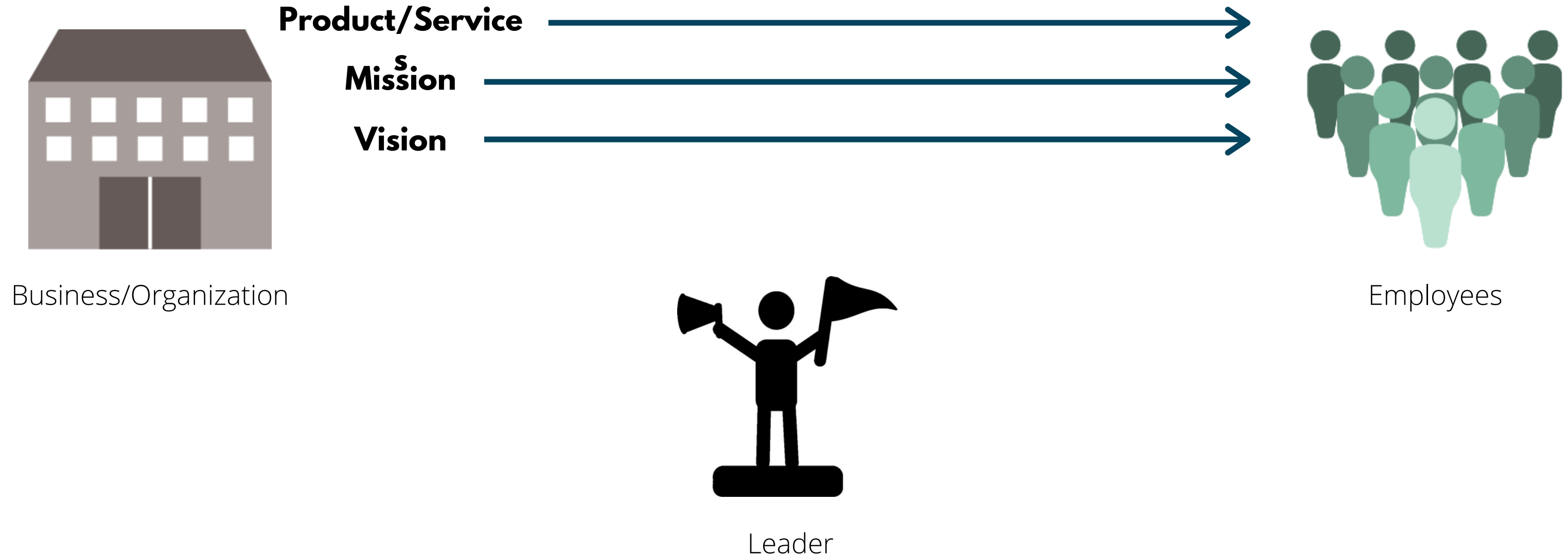
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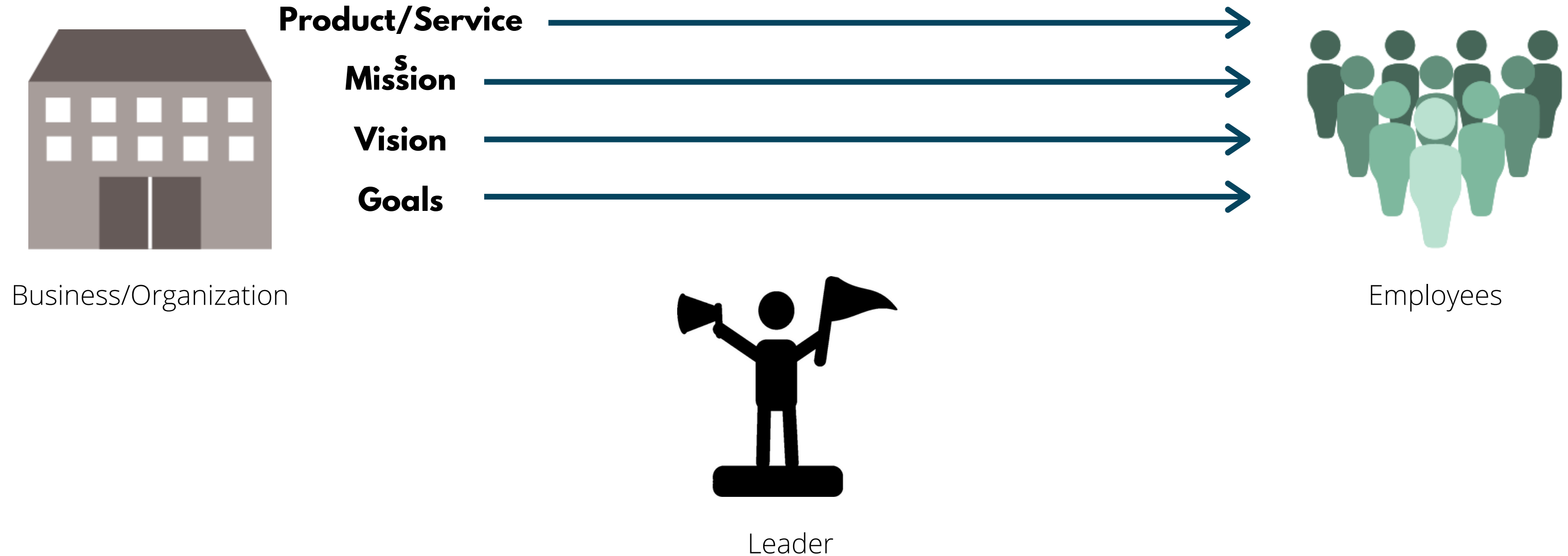
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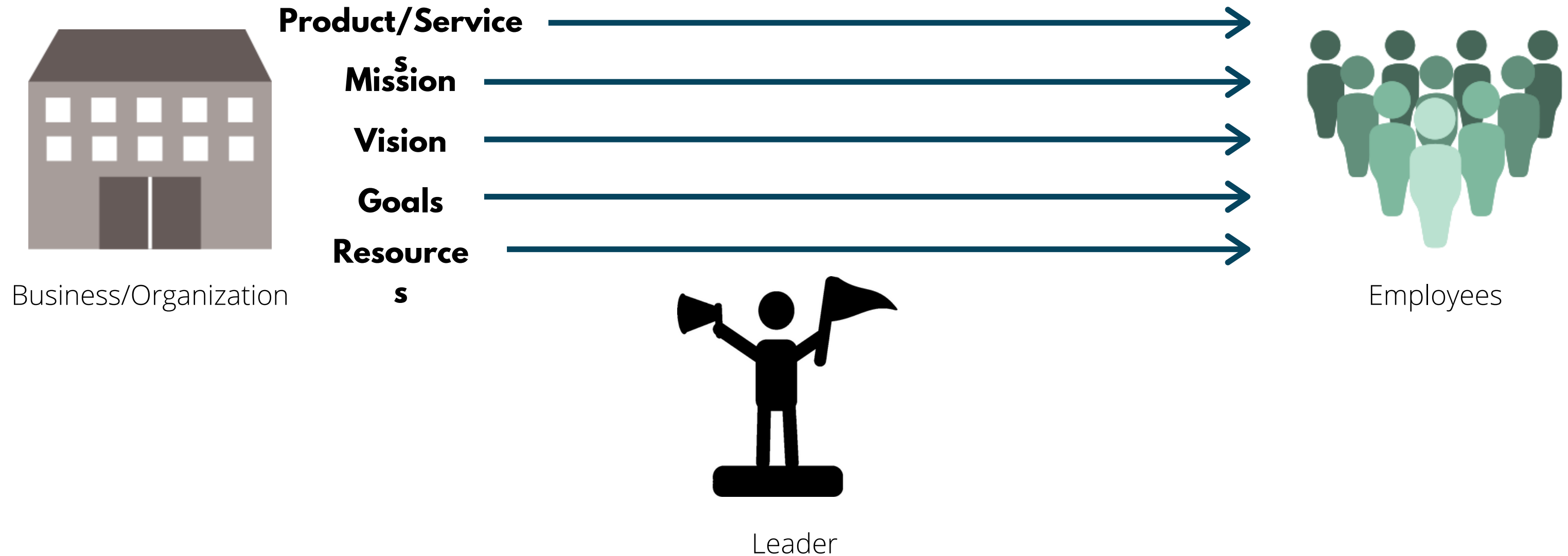
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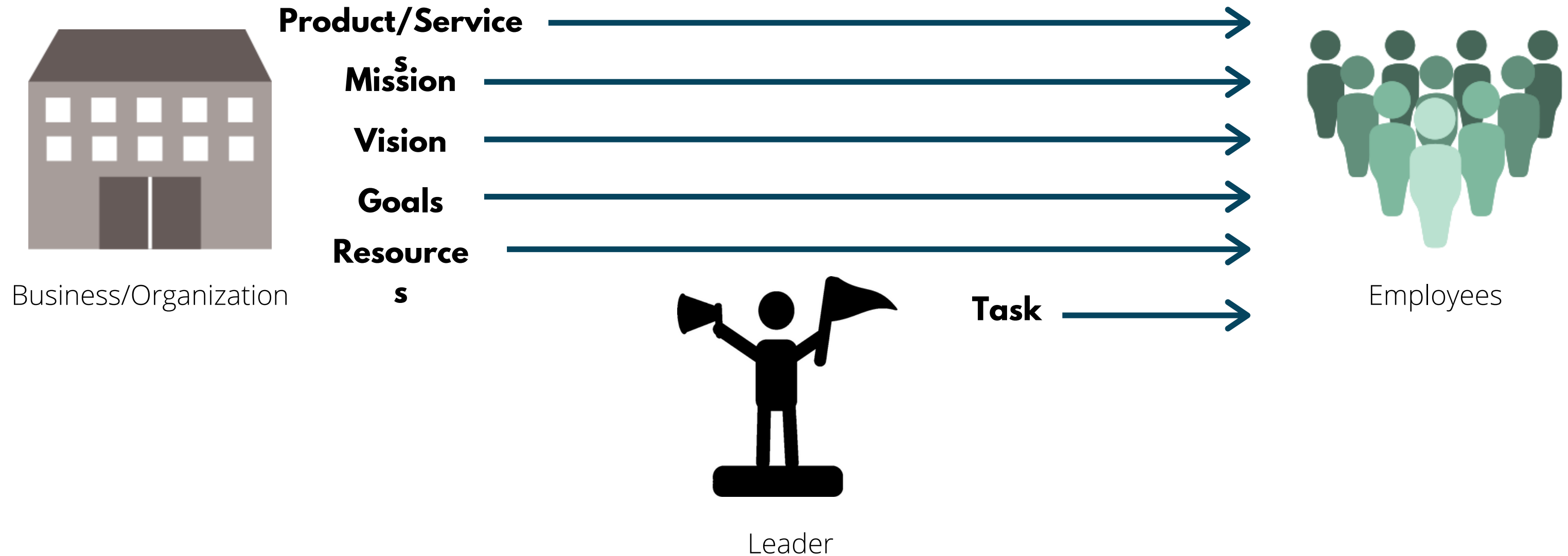
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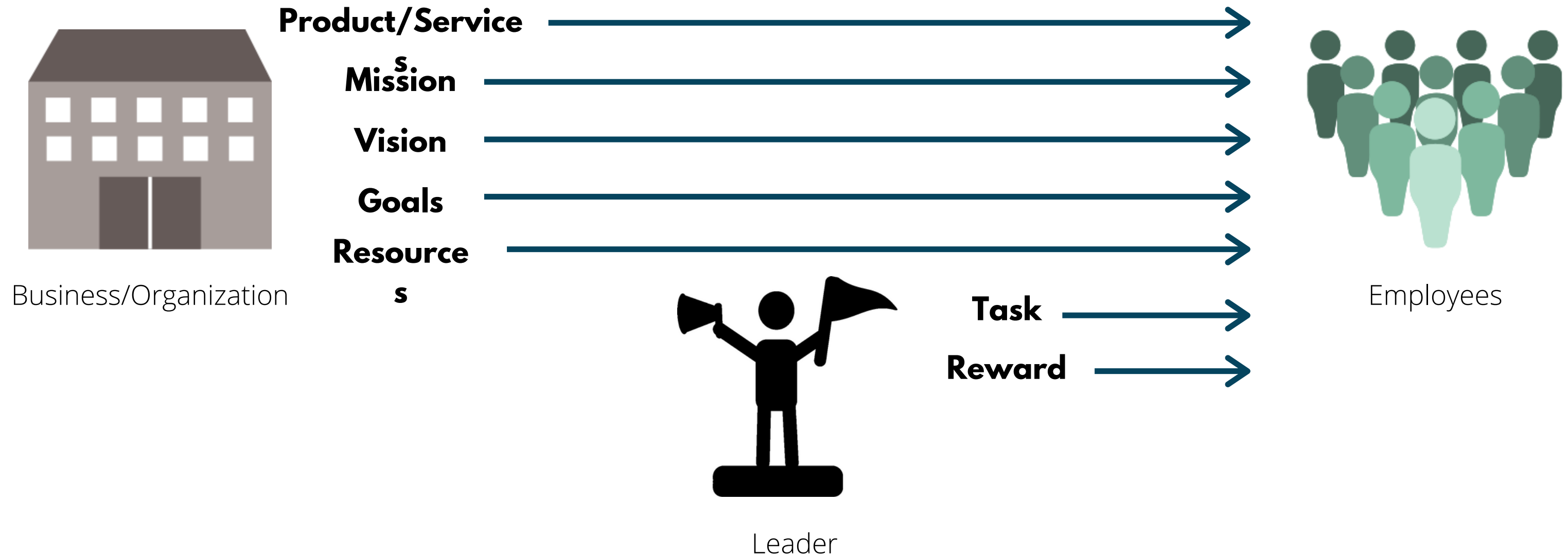
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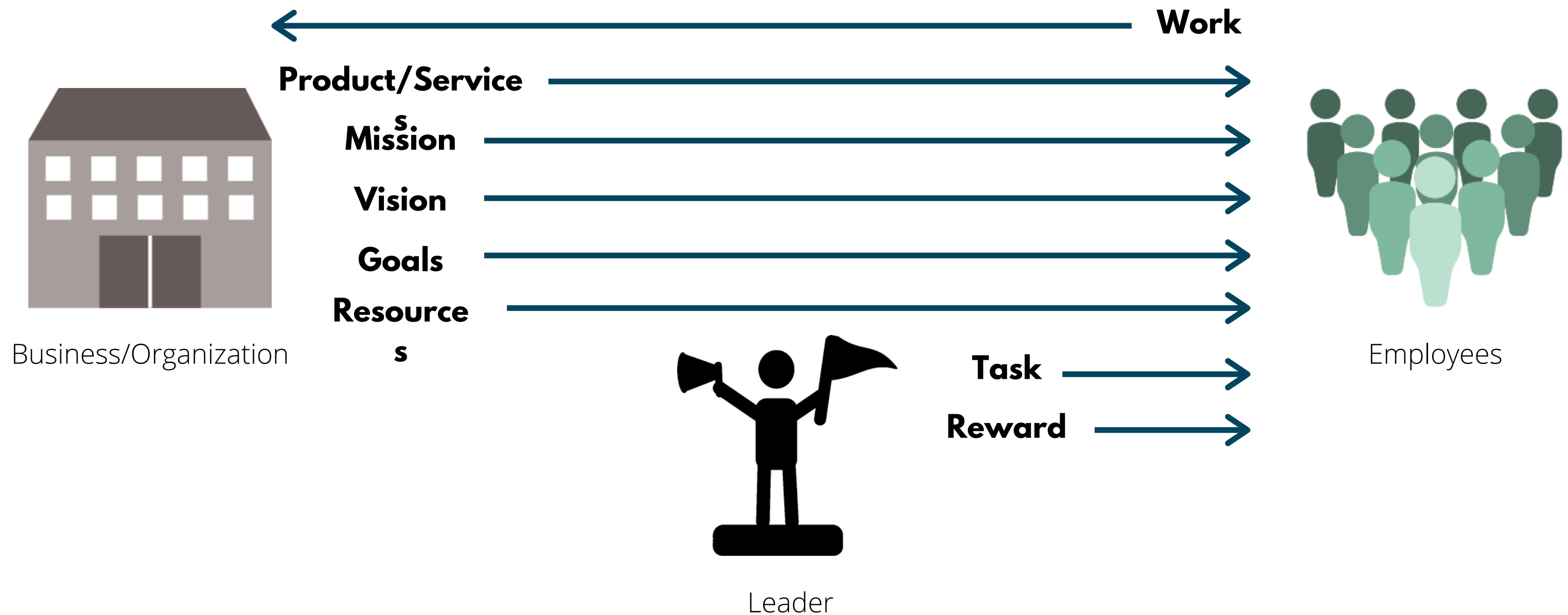
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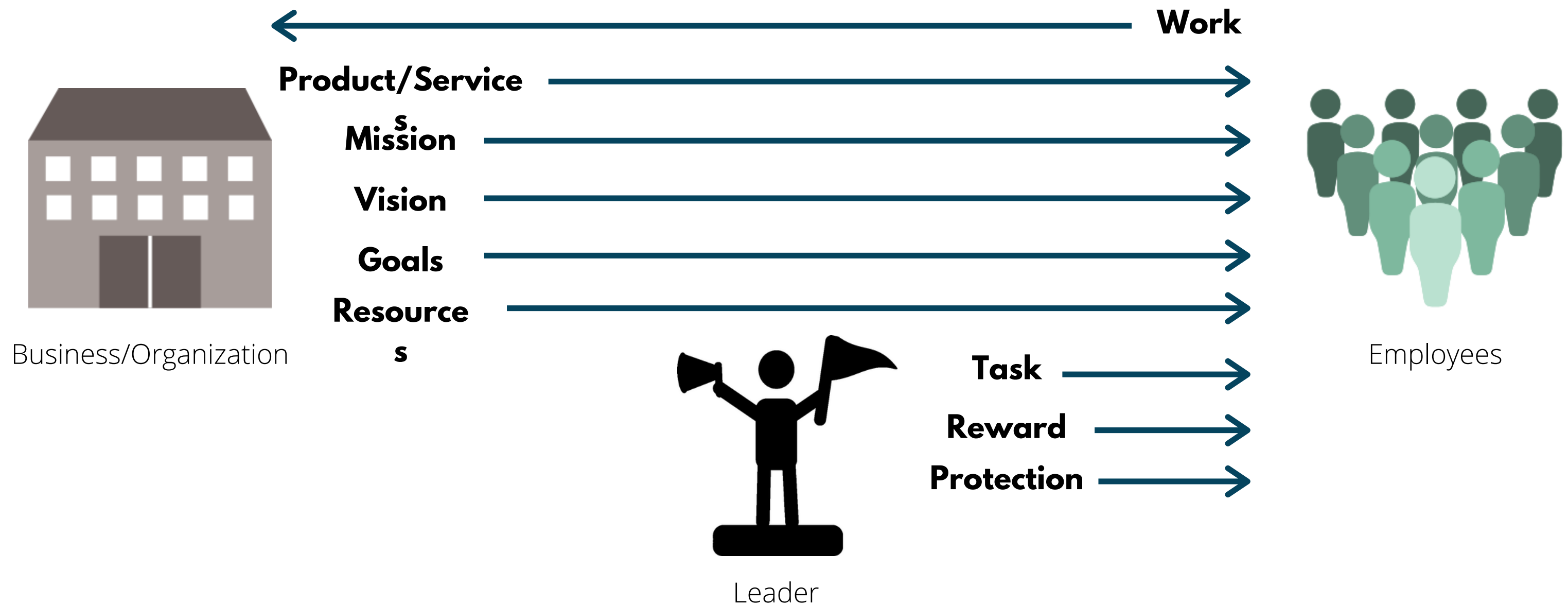
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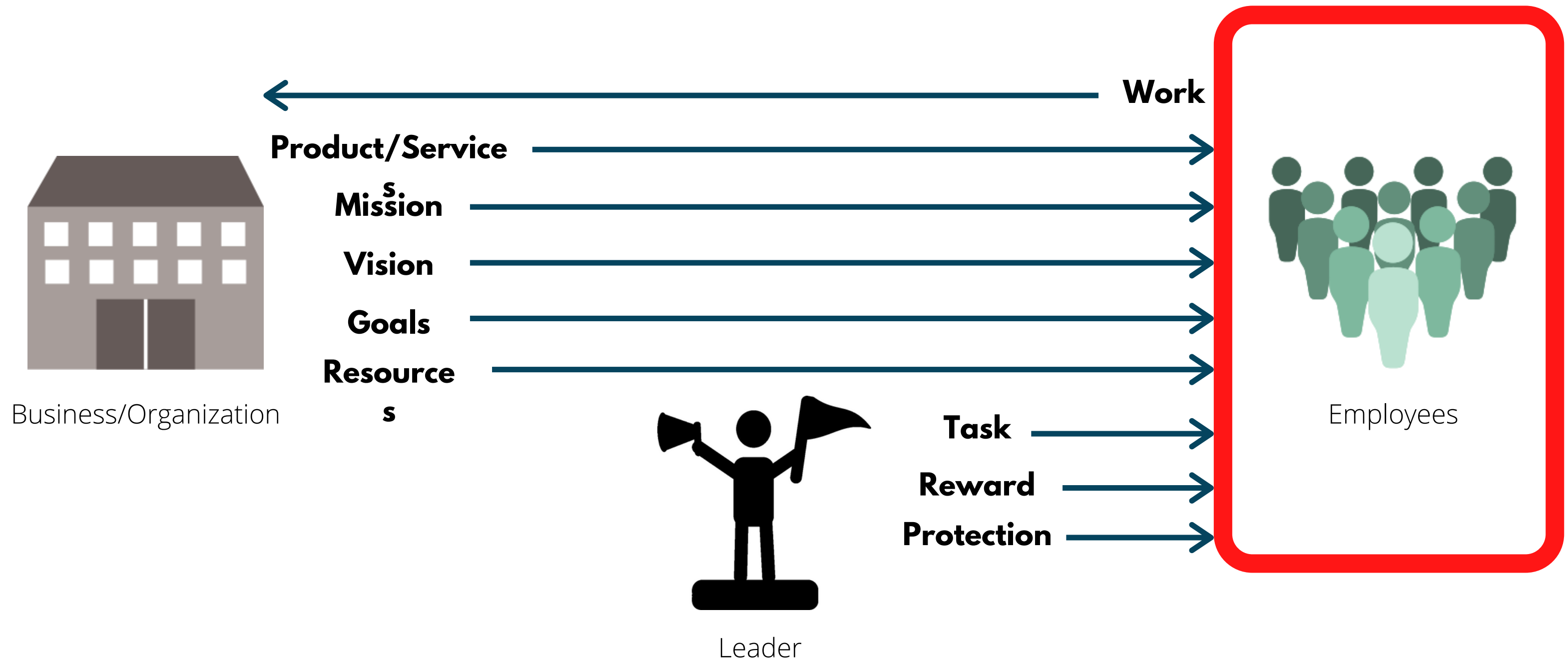
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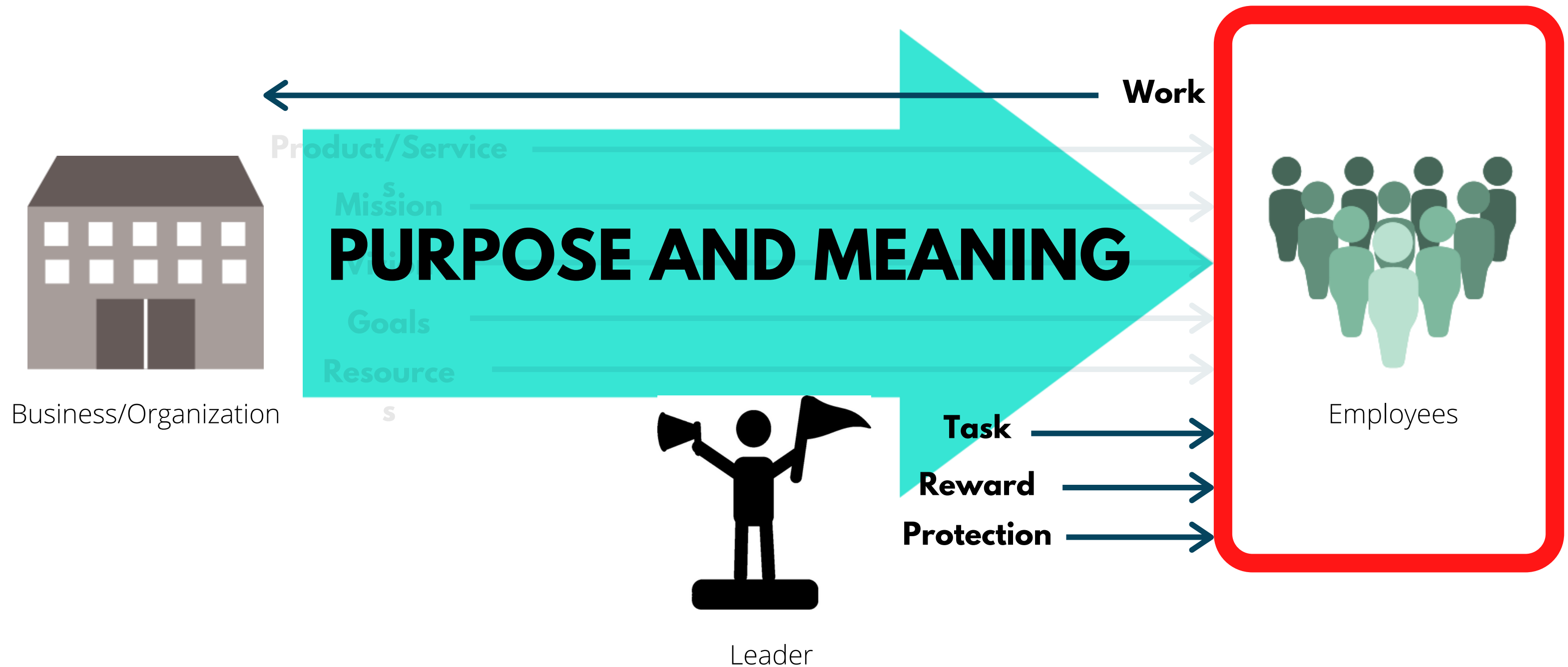
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# Why Transformational Leadership Works Today



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  - 9 out of 10 employees would trade 23% of lifetime earnings for great meaning
  - Leader that cares > 20% pay increase



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- **Proactive engagement, not money, releases discretionary energy**



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- Transformational leadership weaves together the needs of the employee AND the organization





Source: Gallup



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# Three Questions to Ask Today



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# What Path Will You Take?



# What Questions Do You Have?



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# Ready to take the next step?

Contact me today and let's talk!



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