



BOLD:

SMART RISKS

AMID FLUID FUTURES

2018

ERG SUMMIT &

LEADERSHIP FORUM

ELEVATE
INTERGALACTIC ALLIANCE



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The TVA logo consists of the letters 'TVA' in a bold, blue, sans-serif font, centered within a white square.

Leaders On The Edge: Finding Their Why

StanleyBlack&Decker

SPECTRUM
KNOWLEDGE 

The Spectrum Knowledge logo features a circular graphic composed of several colored segments (red, purple, blue, green) arranged in a ring, positioned to the right of the text.

AGENDA

● What Is A Leader On The Edge

● Why Does It Matter

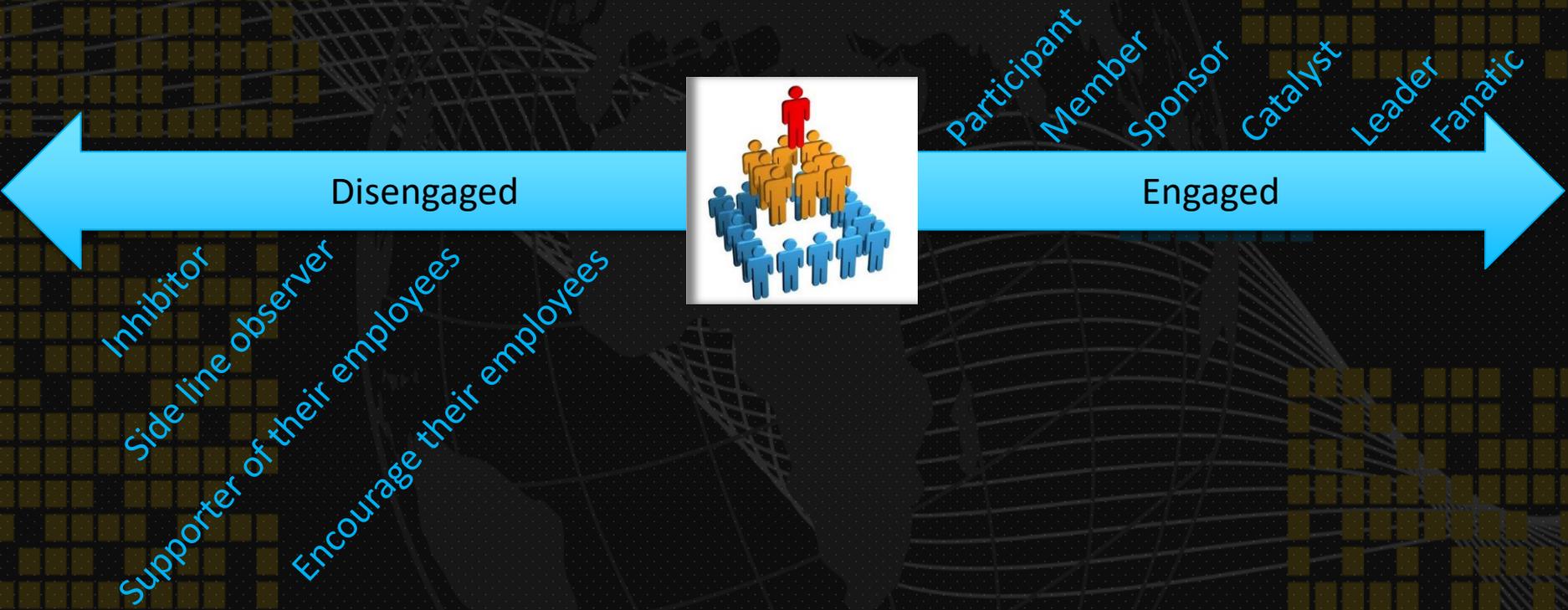
● How To Find Your/Leaders Why Activity

● Next Steps

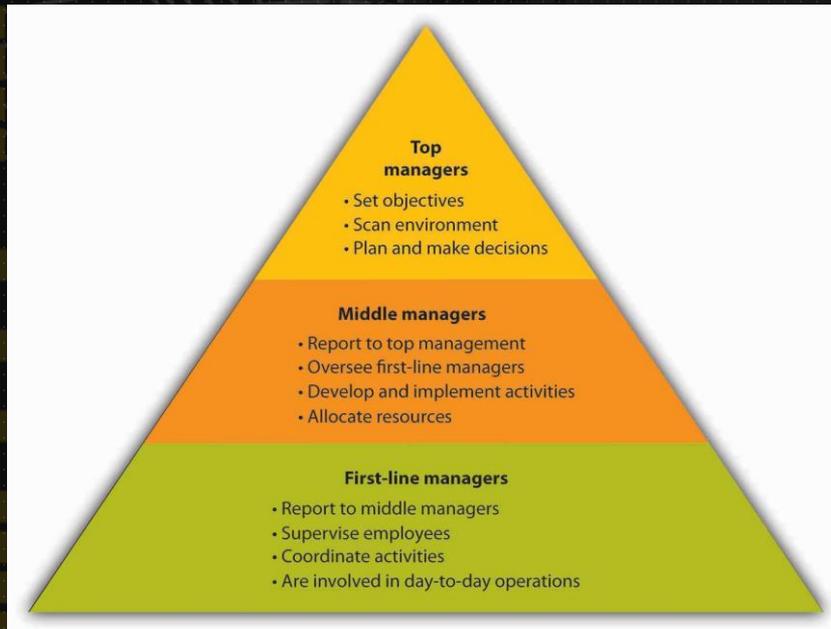
● Q&A

● Resources

Leaders On The Edge



Drivers To Participate



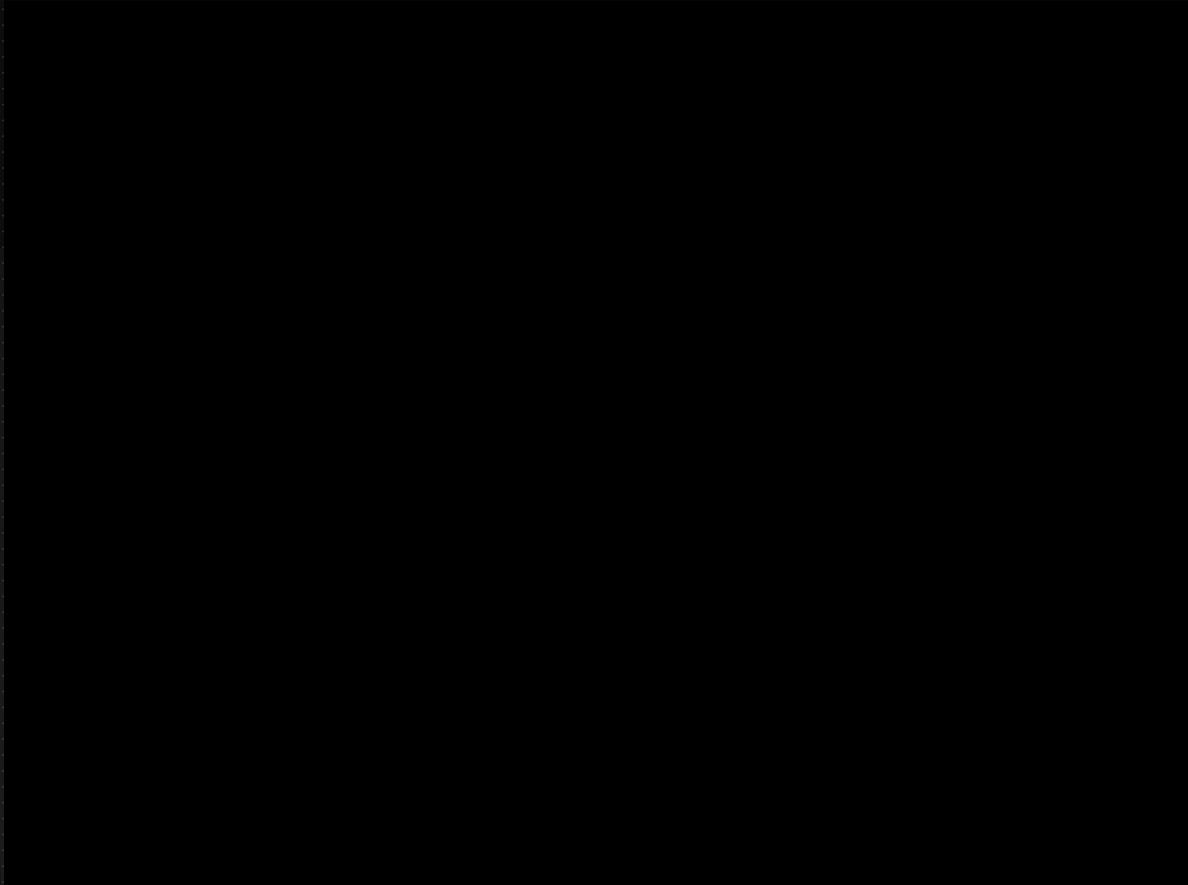
- **Relevance**
- **Intent**
- **Outcomes**

WHAT IF.....

**WE SPOKE TO LEADERS ON THE EDGE
IN THEIR LANGUAGE.....**



Finding The Why



Finding The Why

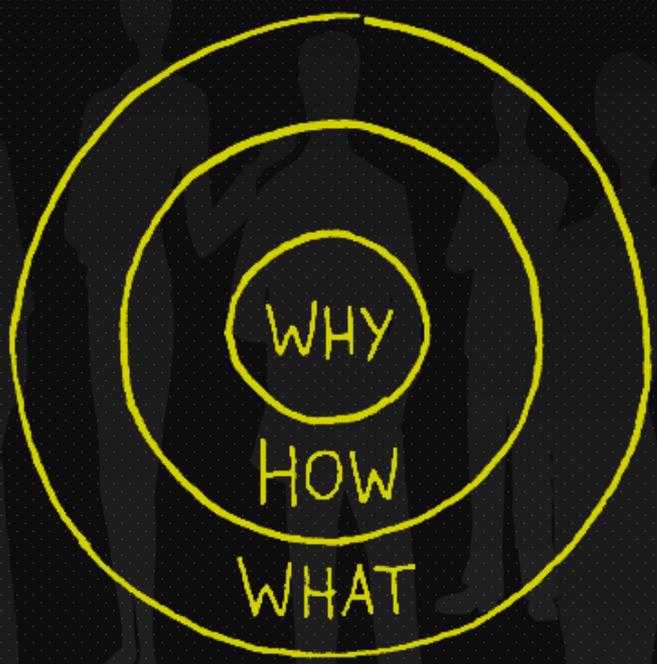
The Golden Circle

What

Every Organization On
The Planet Knows
WHAT They Do

How

Some Organizations
And Individuals Know
HOW They Do What



Why

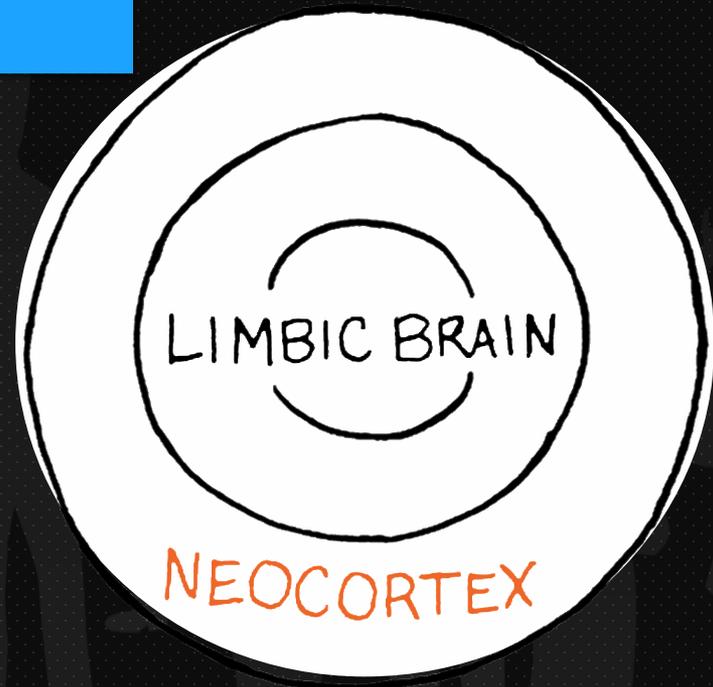
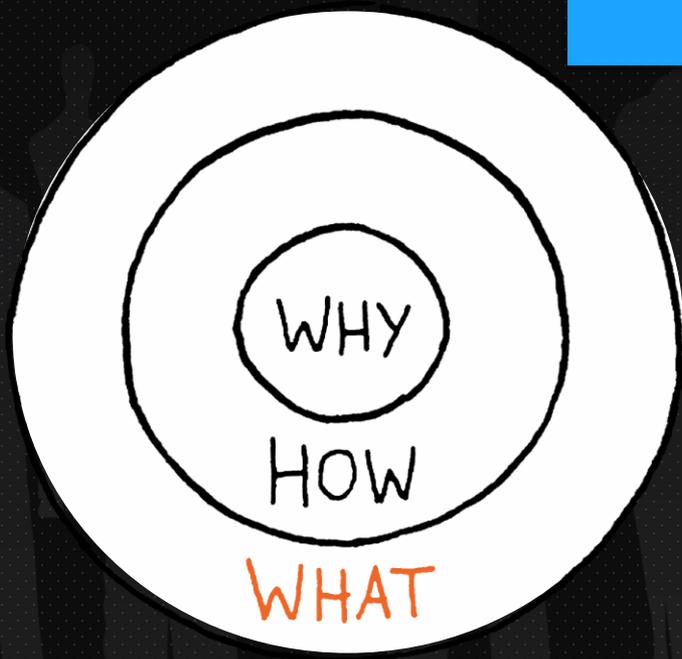
Very Few People And
Very Few
Organizations Can
Clearly Articulate
WHY They Do What
They Do

Making Money Is
NOT A WHY...that Is
The Results

The Golden Circle + Human Brain

Neocortex

Rational Analytical Thinking
Language

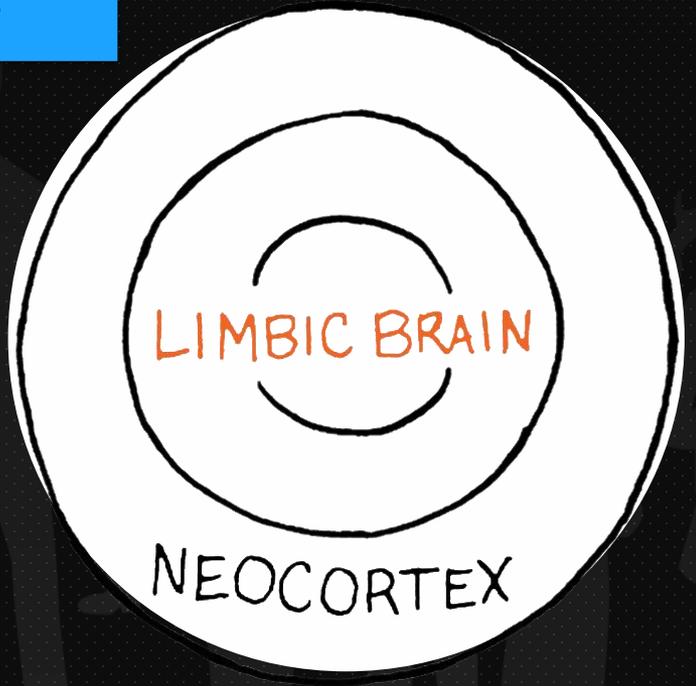
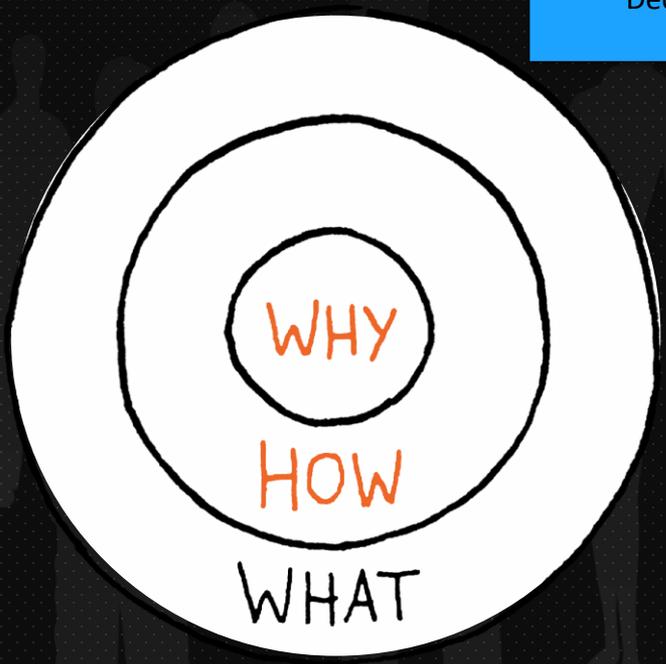


The Golden Circle + Human Brain

- All
- All
- No

Limbic Brain
Emotions, Feelings, &
Decision Making

- Quality
- Making



Finding The Why

CLARITY OF **WHY**

DISCIPLINE OF **HOW**

CONSISTENCY OF **WHAT**

Thinking About ERGs And Your
Leaders On The Edge How Would You
Change Your Communication To Get
Them Involved

What Is One Change You Will Make In
Your Communication To Get Leaders
On The Edge Engaged?



Activity: Finding Your Why

Group 1

Why

Why Is Your Purpose.
What Is Your Cause? Why Does Your Organization Exist?
The Why Inspires People To Believe
People Don't Buy What You Do They Buy Why You Do It

Group 2

How

The Actions That You And Your People Take
To Bring Your Cause To Life That Are Aligned
With Your Values, Guiding Principles,
Strengths And Beliefs

Group 3

What

Everything You Say And Everything You Do
Must Be Consistent With What You Believe.
The Only Way People Will Know What You
Believe Is If You Say And Do The Things You
Actually Believe





Moving From The Edge

- Understand The Leader's Why
 - Develop Approach To Leadership Engagement
 - Formalize A Strategy For Leadership Engagement
- 
- 
- 



QUESTIONS?

Dziekuje

obrigado

danke

Tack

Bbl

grazie

谢谢

THANK YOU

merci

Efcharisto

Dyakooyu

謝謝您

תודה

dank u

Gracias

Thank you, Christopher Carlson and Kate Perry Jones!

