



**BOLD:**

**SMART RISKS**

**אומדן FLUID FUTURES**

**2018**

**ERG SUMMIT &**

**LEADERSHIP FORUM**

**ELEVATE**  
**INTERGALACTIC ALLIANCE**



**Christopher Carlson**

Director of Talent  
Acquisition and Diversity,  
Tennessee Valley Authority



**Kate Perry Jones**

Vice President of Human Resources for Talent,  
Diversity and Inclusion and Global Systems,  
Global Tools and Storage (GTS) Division,  
Stanley Black & Decker

The TVA logo consists of the letters "TVA" in a bold, blue, sans-serif font, set against a white square background.The StanleyBlack&Decker logo features the company name in a black, italicized, sans-serif font, positioned on a yellow rectangular background that tapers to the right.

# Leaders On The Edge: Finding Their Why

# AGENDA



**What Is A Leader On The Edge**

**Why Does It Matter**

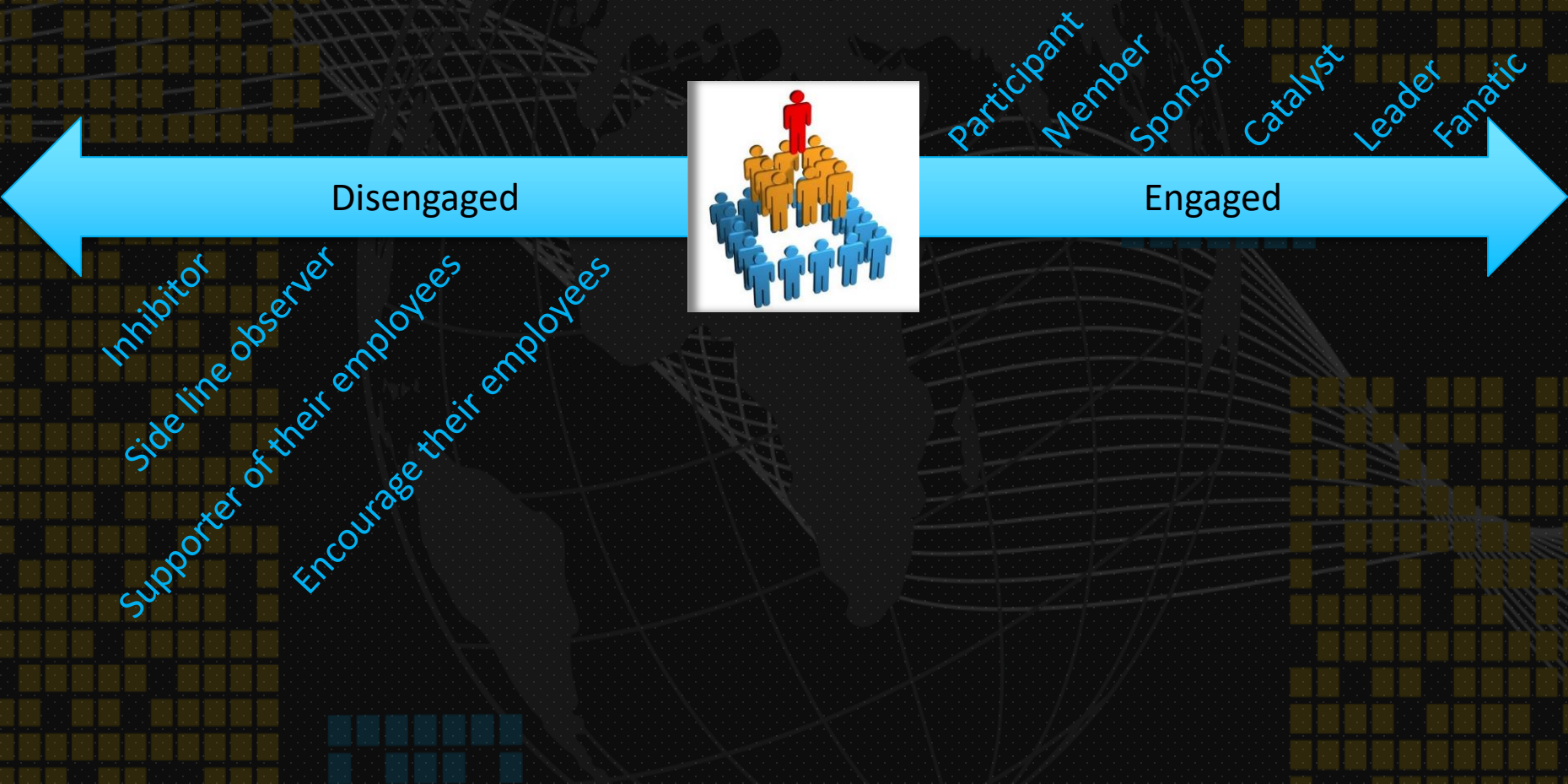
**How To Find Your/Leaders Why Activity**

**Next Steps**

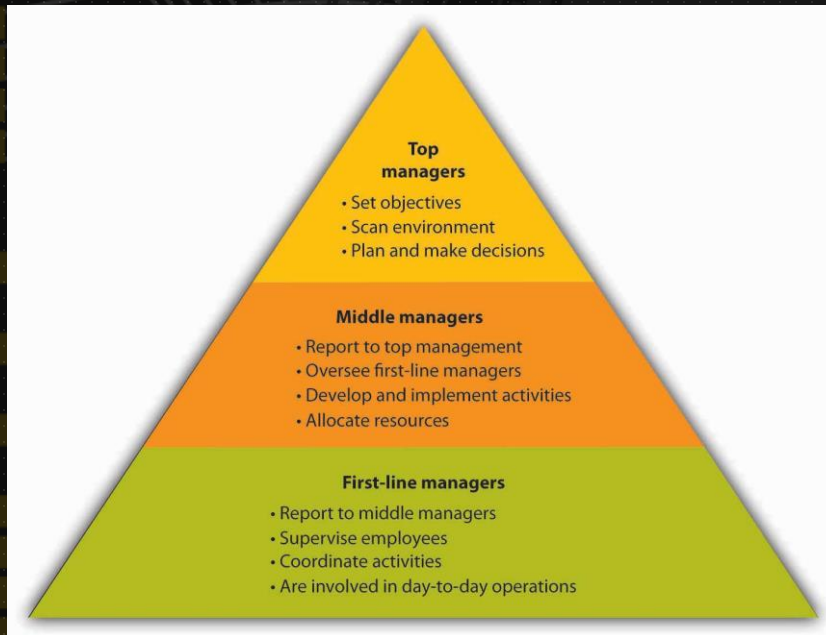
**Q&A**

**Resources**

# Leaders On The Edge



# Drivers To Participate



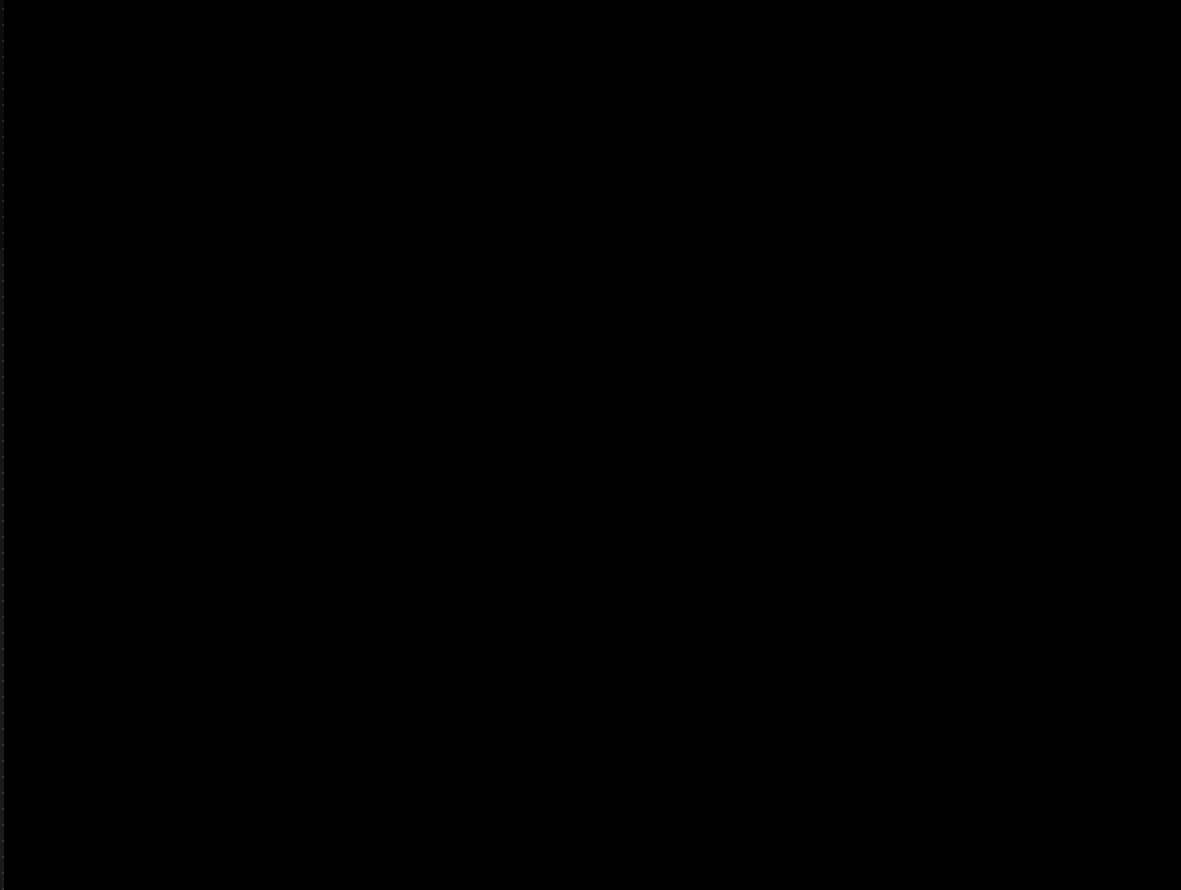
- **Relevance**
- **Intent**
- **Outcomes**

**WHAT IF.....**

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



# Finding The Why





## Finding The Why

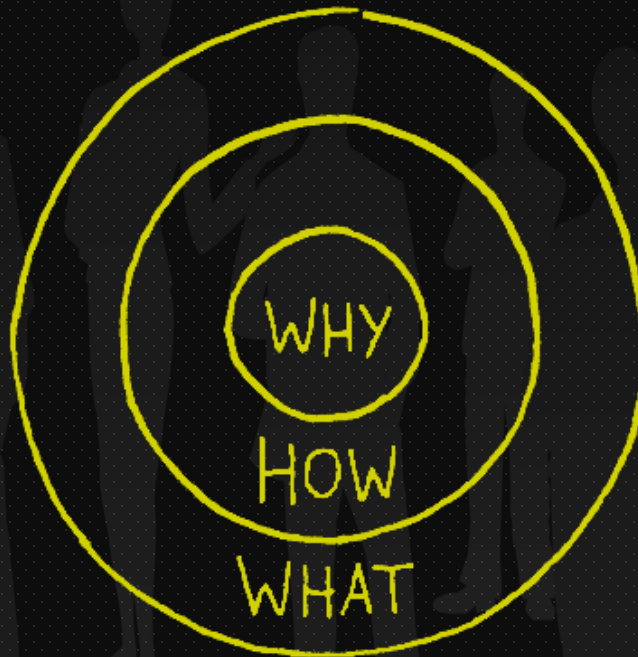
# The Golden Circle

### What

Every Organization On  
The Planet Knows  
WHAT They Do

### How

Some Organizations  
And Individuals Know  
HOW They Do What



### Why

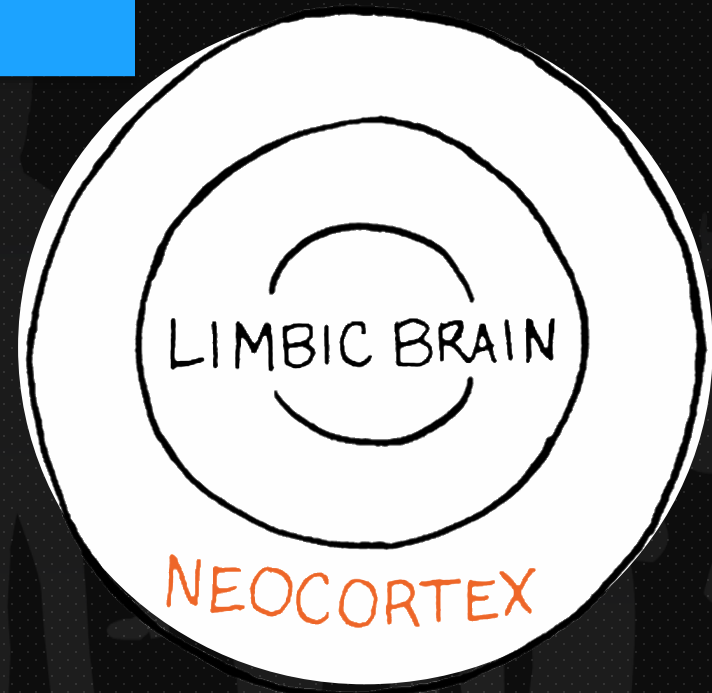
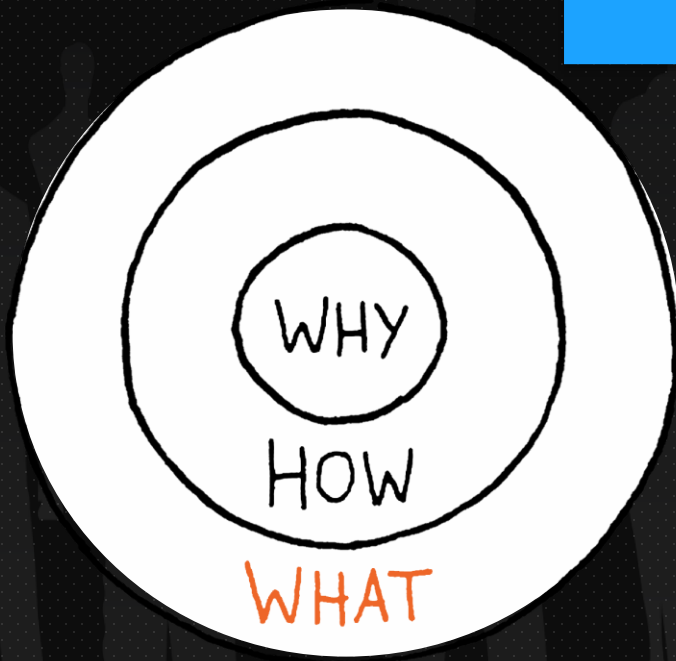
Very Few People And  
Very Few  
Organizations Can  
Clearly Articulate  
WHY They Do What  
They Do

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

# The Golden Circle + Human Brain

## Neocortex

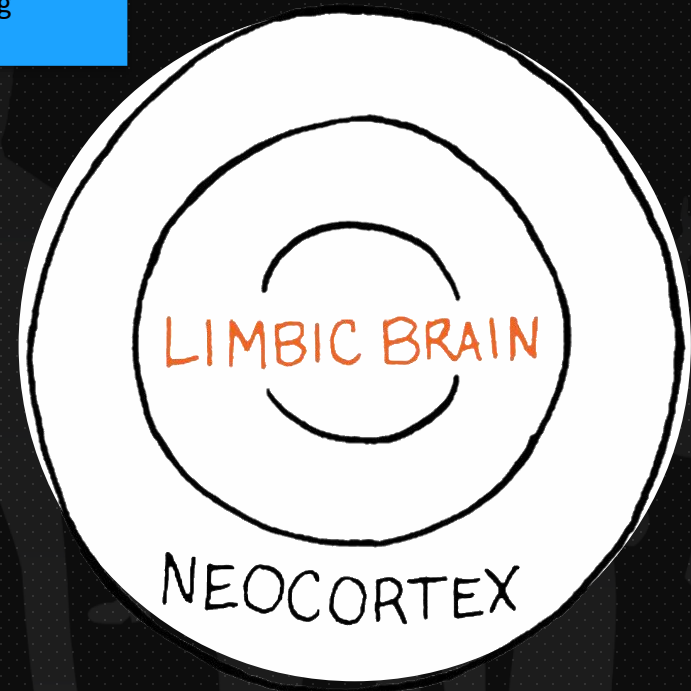
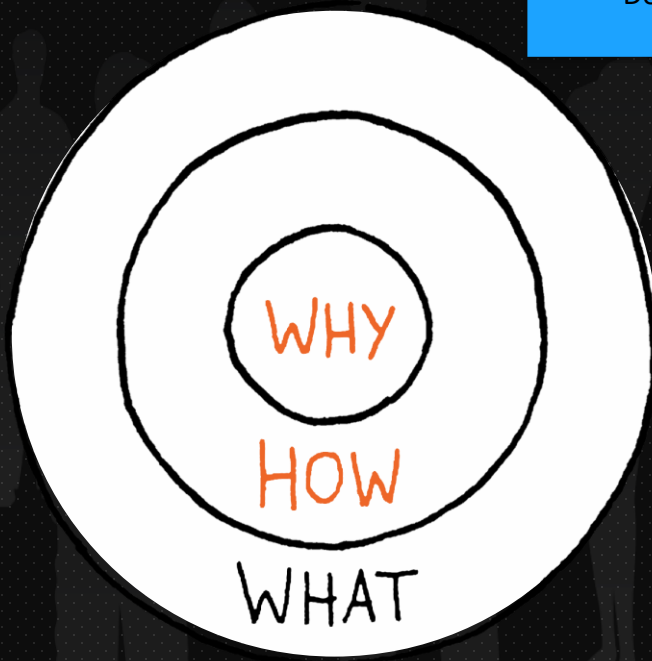
Rational Analytical Thinking  
Language



# The Golden Circle + Human Brain

## Limbic Brain

Emotions, Feelings, &  
Decision 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!

