

AFP®



# Annual Conference

OCTOBER 27-30, 2013 | LAS VEGAS

ORIGINAL → ESSENTIAL → UNBIASED → INFORMATION

## What Fortune 100 Leaders Know...That You Don't.

With  
Tammy Redmon,  
The Team Optimizer

October 28, 2013

Author of the newly  
released book -  
*Playing in the  
Sandbox*

# Defining a Leader

## Webster Says...

### noun

1. a person or thing that leads.
2. a guiding or directing head, as of an army, movement, or political group.
3. a conductor or director, as of an orchestra, band, or chorus.

# What Type Are You?

1. Leader of Self
2. Leader of Others
3. Leader of Leaders of Others

# Scotoma:



# Where is a Blind Spot for you?

- ❖ Habits
- ❖ Attitudes
- ❖ Beliefs
- ❖ Expectations

# Good...

...is the Enemy of Great

# The 9 Characteristics

*Leaders of Great*



# Exceptional Communicators

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# Sacrifice

“Great achievement  
is usually born of Great  
Sacrifice.”

*Napoleon Hill*

# Revolutionary

*Know their Brand*



*america*

*Renegade*

*Sir Richard Branson*



*Raising the Standard for  
Self  
then Others*

# *Transparency*



# *Fail Forward*

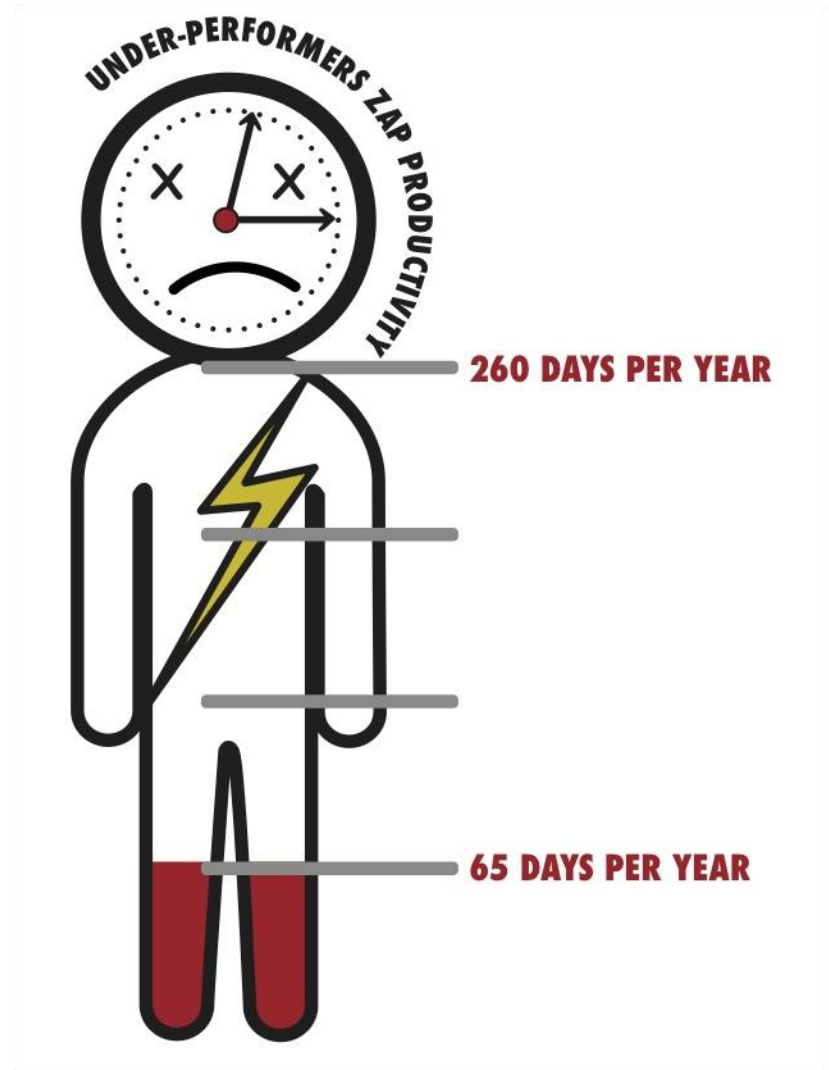
*Jack Welch*



# *Unwavering*

*Steve Jobs*

# Under Performance





# Autonomy... *what about it?*

# How to Identify what Motivates your Team

# Values

How important are they?

What are Your core values?

Why do you want to know them?

How do we apply them with our team?

# Bold Conversations

What are they?

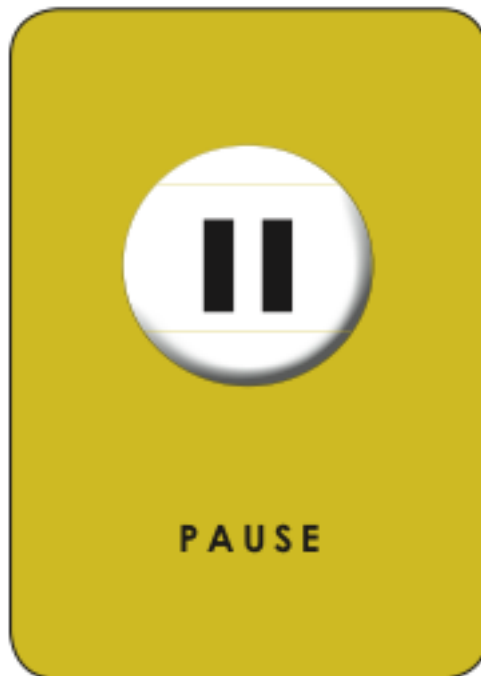
Why are they necessary?

What is the risk in NOT having them?

What are the 3 keys to their success?

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# Power of Pause



# Ways to Engage:

1. Buy New Book - Playing in the Sandbox
2. Bring in for a Workshop
3. One:One and Team Communications Coaching
4. Speaking at your Next Event