

CULT  MONDAY

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Working for Ourselves



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*What a crazy
world we're
livin' in*

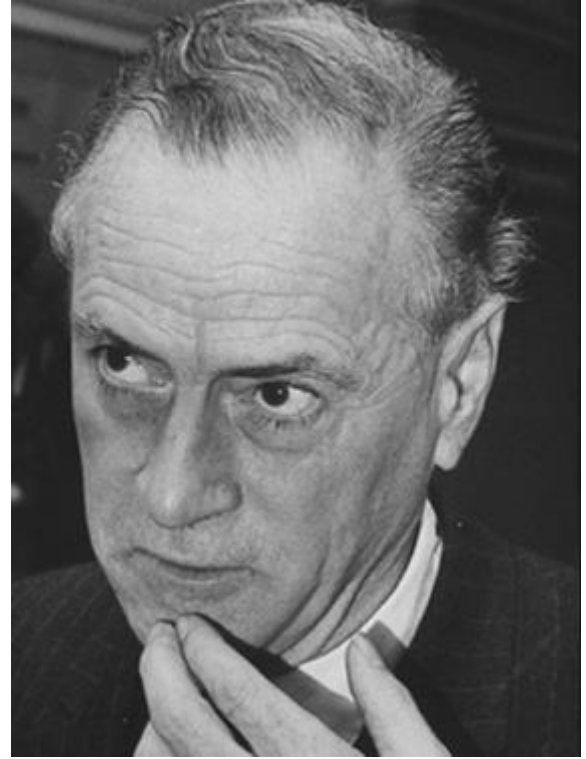


Ours is a brand-new word of 'allatonceness'.

'Time' has ceased, 'space' has vanished.

We now live in a global village... a simultaneous happening... the new electronic interdependence recreates the world in the image of a global village.

Marshall McLuhan



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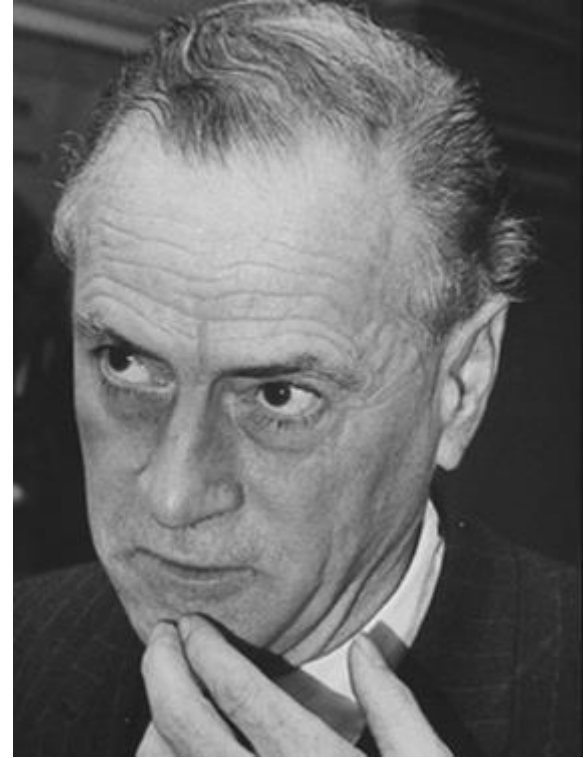
Hooray!



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*The global village is a place of very arduous
interfaces and very abrasive situations.*

Marshall McLuhan



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Virtual Insanity



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Let's take a step back...



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Postmodernism



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...a late 20th-century movement characterised by broad skepticism, subjectivism, or relativism; a general suspicion of reason; and an acute sensitivity to the role of ideology in asserting and maintaining political and economic power.

The author was in charge.



The medium is the message.



tvnz

Stuff

The medium itself embeds in the message, influencing perception.



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Post-Postmodernism



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I want an America where everyone feels safe.



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I want an America where everyone feels safe.



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*I want an America
where pedophiles
feel safe.*



*I want an America
where nazis
feel safe.*



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The recipient is now part of the process of the story. In essence, the recipient engages with the story, interprets it and re-publishes it with their own personal view.

Take a looks at the room. All those people around you with opinions and interpretations that may mimic, but are not exactly the same, as yours.

The more you 'know' someone, the more bias you have about their opinion.





The medium is us.
We are the message.



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So, marketing trends?



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It's not what you know.



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It's not who you know.



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It's who knows you.



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Leading self

Leadership begins with you.

It does not begin with your title, the size of your team, the size of your budget, or level of accountability. You lead yourself regardless of any of the above.



who am I

Emotional intelligence and self awareness

Having a high level of emotional intelligence is crucial to being an effective leader.

As a leader, your level of emotional intelligence helps improve employee morale, productivity and ultimately organisational performance.



Four main components to emotional intelligence:

Self - Awareness

- is the capacity to recognise and understand your own emotions and how they affect others.

Self Management

- is the ability to use your awareness of your emotions to manage your emotional reactions.

Social Awareness

- is centred around the ability to recognise and understand the emotions of others. Empathy is the foundation of social awareness and a building block to self-leadership and leadership of others.

Relationship Management

- is about building and maintaining relationships over time.

More about self awareness

Simon Birkenhead in his recent book *Managing People (2021)* talked about how Managers with high self-awareness have the ability to detach and observe their emotions and performance from above by asking themselves reflection-type questions like:

- How are the others responding and reacting?
- If I was listening to this, how would I react?
- What do the people listening want and need to hear?

Managers with low self-awareness only see their world through their own perspective. How can I get my point across?

- I wish they would shut up so I can make my point
- Why don't these idiots understand I am right?

A strong leader is acutely aware of themselves and what they bring to the table.



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Strengths

“Whatever you set your mind to, you will be most successful when you craft your role to play to your signature talents/strengths most of the time”.

Donald Clifton, founder of Gallup and a psychologist who worked in the field of strengths-based psychology said



What a strengths focus brings

Deb Bailey in her book *Why Leadership Starts with you* (2021) talked about strengths as “superpowers”.

Good reasons to develop your strengths as a leader include:

- Obtaining more satisfaction and energy from your work
- Feeling more motivated to reach higher levels of output
- Improving the perception others have of your leadership effectiveness



Identifying your strengths

The Strengths Identification Exercise is a process adapted by Cult of Monday from various sources, including books by Chad Veach and Helen Tupper/Sarah Ellis. The exercise aims to help individuals identify their strengths. Here's a summary of the exercise:

- 1. List What You're Good At:** Spend 5 minutes writing down things you excel at and activities where you've achieved strong results or received recognition.
- 2. Identify Natural Talents:** Think about activities from your youth that felt natural and easy for you.
- 3. Reflect on Others' Observations:** Consider what strengths others have noticed in you over the years.

4. Consider What You Enjoy: Make a list of activities that energize you, you're passionate about, and you would do even if not paid for..'

5. Highlight the Crossover: Identify where your strengths (from steps 1-3) align with what you enjoy (step 4). This is your "sweet spot," where you should focus your energy.

Completing this exercise before taking the Gallup Strengths profile can help you compare the results and gain deeper insights into your strengths.

Identify which 3-5
strengths to develop



Choose a Development Option

Find ways to
stretch each
strength

Seek
Feedback &
Suggestions

Pick up New
Duties

Coach or
Train Others

Regulate your
strengths so
they aren't
overplayed

Find a Coach or
Mentor

Managing areas for improvement / weaknesses

Here are four ways to manage weaknesses:

- 1. Gather Suggestions:** Identify weaknesses and seek "feed forward" suggestions from stakeholders on how to address them.
- 2. Practice to Improve:** Focus on developing new behaviors to manage the weakness and monitor their impact until they become ingrained.
- 3. Seek a Role Model:** Identify someone who excels in the area of your weakness and observe their behavior to learn from them.
- 4. Utilize Your Strengths:** Use your strengths to manage your weaknesses, considering the impact and actions you can take.



Knowing your energy

Mike Ganino in his book *Company Culture for dummies (2018)* offers the following ideas to manage your energy:

Inner monologue journal

Our inner monologue, the thoughts we have as we navigate the world, impacts how we interact with others.

Name it

Before starting work or attending a meeting, assess your current energy level. Consider if you're tired, frustrated, or any other feeling.

Manage your energy

Before starting work, check your attitude and energy to create a positive impact on your team. Consider how you want to contribute to the interaction and what impression you want to make on others.



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“I’ve missed more than 9000
shots in my career. I’ve lost
almost 300 games. 26 times I’ve
been trusted to take the game-
winning shot and missed. I’ve
failed over and over and over
again in my life. And that is why I
succeed”

Michael Jordan



Why does Mindset Matter?





“You will own nothing”

Ida Auken



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Subscription-based existence



Adobe



NETFLIX

Uber



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Displacement through lack of ownership

*Everything can appear to be in flux.
Locus of control is externalised.*



This can be debilitating as a business owner as much as it is for customers.



Self-service services



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*Products became services.
Services became products.*

*Your services and products should
be self-service as much as possible.*



*With so much information at our fingertips,
people are able to serve themselves.*



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*Relationships are now built upon
being able to provide services
which enable customers to service
themselves.*

*You're helping your customers in a
way that is informative and
entertaining and gives them a tool
that they can use without you.*



Neverending Story



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*There is so much to learn and so much to ingest,
it feels like a never ending loop.*



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Constant Triage



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An impending feeling that there is no break as there is always more urgent items being added to your lists of urgent things to do.

Doom.

Change the mindset.



Fixed & Growth Mindset

"Failure is an
opportunity to grow"

"I can learn to do anything I want"

"I like to try new
things"

"Feedback is constructive"

GROWTH
MINDSET

"Challenges help me to
grow"

"I'm inspired by the success of others"

"My effort &
attitude
determine my
abilities"

"Failure is the limit of my
abilities"

"I'm either good
at it or I'm not"

"My abilities are
unchanging"

"I stick to what I know"

FIXED
MINDSET

"I don't like to be changed"

"My potential is pre-
determined"

"When I'm
frustrated I give
up"

How to Develop a Growth Mindset

Try New Things



- Start by embracing new activities and experiences.
- Learn a new hobby or skill.
- Vary up your routine
- Sign up to a 30-day challenge or masterclass

Make Learning & Growth a part of your daily routine



- Seek out people who think differently to challenge your mindset.
- Seek out feedback
- Ask open questions of your team members to share their thoughts and give you the opportunity to learn
- Practice listening and show an interest in others

Cultivate a positive Attitude



- Use positive language – if you get into the habit of using positive language it cultivates a positive attitude
- Learn about and celebrate the success of others
- Embrace the joy of being wrong – share your mistakes, and be prepared to laugh at yourself

Growth mindset activity

Take some time to reflect on when you have caught yourself saying something self-limiting; or something that you know is a reflection of your state of mind.

Consider how this impacts your mindset further?

Then think about what you are going to say to your self instead, next time you catch yourself in a fixed mindset.

What is the one thing you wish you could do? Turn to the person next to you and share what that is. Both of you ask each other, 'what is stopping you?'



“A pessimist sees the difficulty in every opportunity, an optimist sees the opportunity in every difficulty” — Winston Churchill



Leaders Values

Values are deeply held beliefs that guide daily interactions, decisions, and behaviors. They are qualities that are important to you and define who you are.





Self Reflection

Take a moment to think about a situation when you were offended by the action of another person, and perhaps no one found the action to be offensive.

What was it about that action that caused you to feel indignant?

IDENTIFYING ACTIONS THAT YOU FIND OFFENSIVE CAN HELP YOU IDENTIFY YOUR PERSONAL VALUES AND MAKE SENSE OF YOUR EMOTIONAL BUTTONS .



What influences values?

- Family and friends
- Significant life experiences
- Decisions and their consequences
- Teachers, mentors, and other important figures
- Media exposure to events in the world



Identifying your core values:

Working through a values exercise will enable you to feel clearer about what you stand for and what is important to you so you can be more intentional with your actions and move toward your authentic future self with more ease and conviction.

Think of it as an internal compass guiding you to your true north.



Living your values

Once you have identified and defined your values, you will begin to notice when you are living them – and when you are not.

As we covered during the introduction, when you are living your values, you will feel a sense of harmony and contentment about what is going on in your life.

Many describe this feeling as being grounded, at peace, or steady. When you're not, you may feel irritable, conflicted, or lost.

Self Reflection

Look at your values. How fully do you live each one of your values in your life on a scale of 1-10?

What do you need to do to create a more fulfilling life where your values are aligned to your actions?

How can you bring more life to the values that appear to be neglected?

REFLECT BACK ON THE DEFINITIONS YOU CREATED FOR EACH VALUE. WHAT WOULD YOUR LIFE BE LIKE IF EACH ONE OF THESE WAS A 10, SO THAT YOU WERE FULLY LIVING YOUR LIFE?



Tips to help you live your values

Visualisation



- What would be different in your life?
- What is in your life now that you can build on?
- What is getting in the way, stopping you from living your life fully and aligning your values with your actions and your intentions?

Seek Alignment with all aspects of your life and your core values.



- Looking at three of your core values, how do they show up in your personal life?
- How do they show up in your family life?
- Your professional life?
- And your social life?

Connect your values to your emotions



- Aim to stay calm and respectful in all conversations and ensure you do not say words you would later regret.

Why leadership starts with you?

So much is out of our control; what is in our control is how we respond and how we lead (ourselves and others).

- ✓ Emotional intelligence & self – awareness
- ✓ Knowing your strengths
- ✓ It's all about mindset
- ✓ Values and living your values

We are going back to local. Away from the global, from the big corporations, the supermarkets, the ghost-in-the-machine to face to face interactions. To lived experiences.

To your story.



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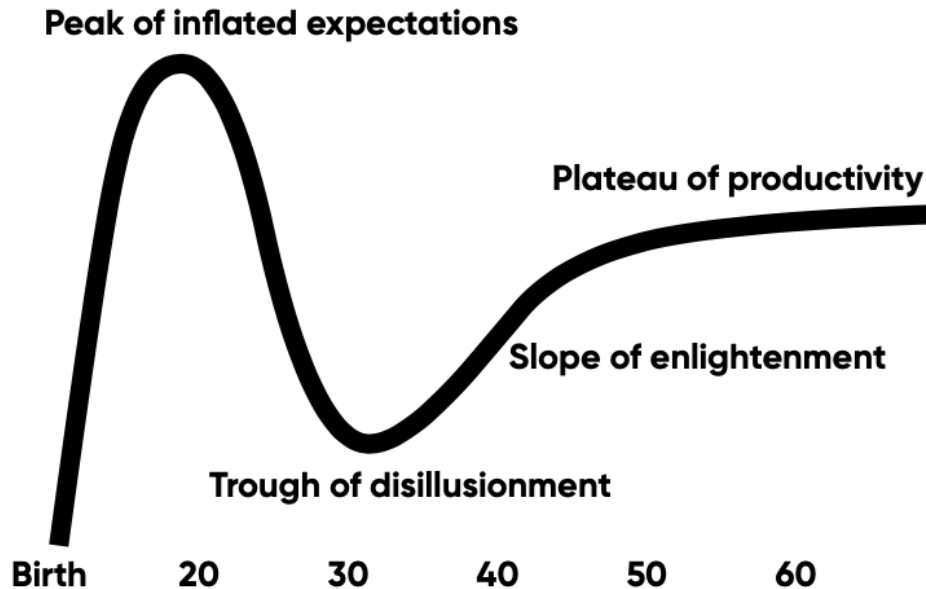
Reality



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You will question everything as your business grows or doesn't, stalls or soars.

Life Hype Cycle



A complex network diagram with numerous nodes and connecting lines, forming a series of interconnected clusters that span the width of the image. The nodes are represented by small grey dots, and the connections are thin grey lines. The overall shape of the network is elongated and somewhat irregular, with a denser cluster on the right side.

Q&A



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Clint Griffin

Strategic Communications Consultant with 29 years experience in marketing and advertising with leading global companies such as Walmart, Unilever, and Diageo. I've worked in emerging markets across Africa, the Middle East, Australia, and New Zealand.

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Lauren Pearson

Lauren brings possibility and pragmatism to the table. She is a Certified Gallup Strengths Coach, has a Bachelor of Arts, a Masters in Psychotherapy and Certifications in Coaching and Assessment tools.

Lauren coaches teams on interpersonal, social, and self-awareness skills, helping leaders build their skills, hone their performance, and deliver on their potential. She has broad enterprise experience in Learning & Development and Talent & Organisational Development across a range of corporate environments, including Technology, Financial Services, and Professional Services, and works with numerous technology businesses that are growing.

Lauren knows the tenacity and perseverance required to build a team and a business. She provides Founders and Business Owners with a credible and practical sounding board.

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