

Leadership Challenges:

Gain employee trust

Maintain employer confidence

Get results

Personalize Your Leadership

- ▶ “According to Accenture, poor personalization and lack of trust cost U.S. organizations **\$756 billion** last year, as **41 percent** of consumers switched companies (qtd. in *adobe.com*).

Personalize Your Leadership

- ▶ With advances in management technology comes loss of personalization.
- ▶ Employees want a leader who cares about their concerns.
- ▶ How you can personalize your leadership to earn your employee:
 - ▶ Interest
 - ▶ Loyalty
 - ▶ Compliance
- ▶ Getting to know direct reports is not enough; they need to be convinced that you care about their concerns.

Personalize Your Leadership

- ▶ Coactive Persuasion is receiver oriented not topic oriented (Simons & Jones, 2017)

Receiver

- ❖ Assumes that all are unique or that there are at least some differences
- ❖ Learns what receiver needs/wants/values
- ❖ Selects goals based on receiver's readiness
- ❖ Communicates through mutual exchange
- ❖ Promotes solutions based on their capacity to resolve or to reduce receiver's problems

Topic

- ❖ Assumes all are alike
- ❖ Decides for receivers what they need/want/value
- ❖ Selects goals based on prescribed timetable
- ❖ Canned presentation
- ❖ Promotes solutions based on their intrinsic merit

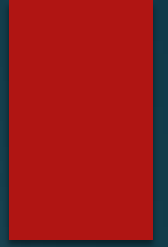
Personalize Your Leadership

ACTIVITY

- ▶ Use coactive approach to personalize a specific request
- ▶ Select one goal that you need direct reports to accomplish
- ▶ (TIP: Consider what the employee needs from you)

- ▶ ASSESSMENT
- ▶ To gauge and measure efficacy and success of personalization:
- ▶ Compliance gained?
- ▶ What was the *rate* of compliance (percent completed and when)?
- ▶ Feedback assessment tool (survey asking what employee would like to see in the future)

Personalize Your Leadership



“Move beyond management and supervision to become a transformational leader” (atd.com).

Personalize Your Leadership

Works Cited

Adobe.com. "The Winning Playbook for Experience Personalization."
September, 2018. pdf.

Jones, Jean G. and Simons, Herbert W. *Persuasion in Society*. 3rd ed. Routledge:
London, 2017, p. 124-126.

LearnNow: Transformational Leadership. ATD. 2019. Workshop.

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