COMPLIANCE LEADERSHIP SKILLS
MAKE AN IMPACT, INSPIRE YOUR ORGANIZATION, GET TO THE NEXT LEVEL

WHY?
Because compliance needs leaders.
Leadership Fundamentals

01 ___
Uniting people around an exciting, aspirational vision

02 ___
Building a strategy for achieving the vision by making choices

03 ___
Attracting and developing the best possible talent

04 ___
Relentlessly focusing on results in the context of the strategy

05 ___
Creating ongoing innovation that will help reinvent the vision and strategy

06 ___
“Leading yourself” – knowing and growing yourself so you can most effectively lead others

One person’s path

1995 – 2000: Minneapolis
2000-2009: Boston
2009-2018: Denver
Today
ACT AS A LEADER
Develop executive presence.
Present with confidence and authenticity.

WORK THROUGH OTHERS
Leverage other people to elevate your impact.

BE AGILE
Take on a start-up mindset to manage change and invent new approaches.

Act as a Leader.
Embrace the real you

- Know yourself well; self awareness = self-regulate
- Introverts vs extroverts
  - Meyers Briggs
  - Enneagram
  - DISC
  - Etc.

CHARISMA: THE HIDDEN ADVANTAGE

If you’re a leader, or aspire to be one, charisma matters.

- Makes you more influential
- Makes you more persuasive with the same facts
- People like you, trust you, want to be led by you
CHARISMA: THE HIDDEN ADVANTAGE

People pick up on extremely subtle cues:

• **Presence:** Are you fully present? Really listening? With them emotionally?

• **Power:** Can you affect the world around you?

• **Warmth:** Do you embody goodwill towards others?

CHARISMA: THE HIDDEN ADVANTAGE

Charisma shows up in:

• **Body language:** Do you sit at the table? Take a power position? Do you seem comfortable?

• **Handshake:** How does it change when lacking presence? Warmth? Power?

• **Communication Style:** Qualifiers. Apologies. Rising terminals. Wordiness. Or: Clear, direct, confident.
RAISE YOUR PROFILE

WRITING
SPEAKING
INDUSTRY LEADERSHIP

Work through Others.
## “The Founders Dilemma”: The right people can extend your reach

<table>
<thead>
<tr>
<th>“King”</th>
<th>“Rich”</th>
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<tbody>
<tr>
<td>• No cofounders/ weak cofounders (friends, family, or recommendations)</td>
<td>• Build founding team; attract best cofounders</td>
</tr>
<tr>
<td>• Keep control of decisions – build hierarchy</td>
<td>• Decisionmaking control to cofounders with specific expertise</td>
</tr>
<tr>
<td>• Maintain most or all of equity ownership</td>
<td>• Share equity to attract/motivate</td>
</tr>
<tr>
<td>• Hire within close personal network (friends, family)</td>
<td>• Hire the best, hire strong experience, whether or not you know them</td>
</tr>
<tr>
<td>• Keep control of key decisions</td>
<td>• (rigor!)</td>
</tr>
<tr>
<td>• Hire experience and incent with cash/equity</td>
<td>• Hire experience and incent with cash/equity</td>
</tr>
<tr>
<td>• Delegate decisionmaking to appropriate expert</td>
<td>• Delegate decisionmaking to appropriate expert</td>
</tr>
</tbody>
</table>

### NETWORK = NET WORTH

Develop and tap mentors and champions

- **DO YOUR HOMEWORK.**
- **HAVE A SPECIFIC REQUEST.**
- **BE APPRECIATIVE.**
- **THANK YOU (SAME DAY).**
- **CLOSE THE LOOP — FOLLOW UP!**
- **IDENTIFY VIPS.**
- **LOOK FOR WAYS TO ADD VALUE.**
- **KEEP IN TOUCH.**
- **REPEAT.**
Be Agile.

Start up techniques can help during change

- “Business plans rarely survive first contact with customers”
- Existing companies execute a known business model; start-ups look for one
- Techniques that make starting a company less risky
  - Experimentation vs elaborate planning
  - Customer feedback vs intuition
  - Iterative design vs “big design up front”
Key Principles of Lean Method

- Don’t engage in months of planning and research.
  - Accept that you have of untested hypotheses — good guesses

- “Get out of the building”; use customers to test
  - “Stop selling, start listening”
  - Emphasis on nimbleness and speed – minimum viable product
  - Use feedback to iterate; test again and adjust again

- Overall credo
  - Quick wins
  - External/audience focus
  - Ruthless prioritization
  - Constant testing to first validate and then improve
TOP 8 LEADERSHIP LESSONS

EVERYTHING IS FIGUREOUTABLE
START WITH PRODUCT/MARKET FIT
KNOW WHICH RESULTS MATTER AND FOCUS ON THOSE RELENTLESSLY
PLAY THE LONG GAME — LEADING INDICATORS, NOT LAGGING INDICATORS
IT’S BETTER TO BE RICH THAN KING
EVERYBODY NEEDS TO HELP CARRY THE BOX
MISTAKES WILL HAPPEN — BE QUICK TO FIX THEM
ALWAYS LOOK FOR WAYS TO ADD VALUE.

THANK YOU