



Leadership in Creativity

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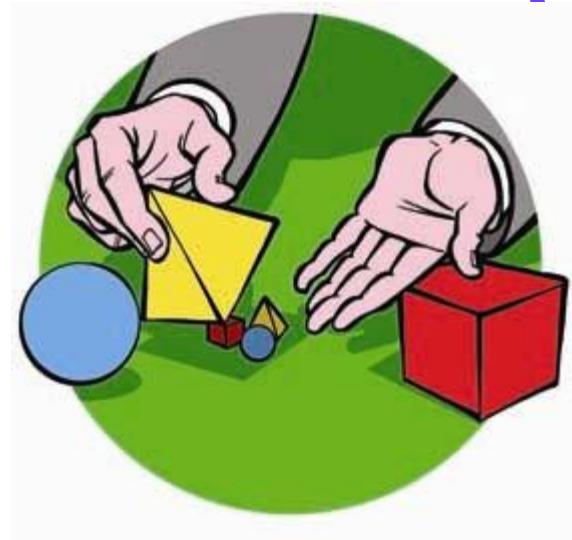
“Be the Leadership You Want to See in the World”

What is my topic all about?



- Leadership in Creativity
- Creativity in Leadership

- **Creative Leadership**



The Strange World

- The rapper and the golfer
- 1.3 billion Chinese&Indians
- 80% of Christmas presents
- The richest man on Earth
- 250:50 million € budget



The Strange World



- The corporation as we know it, which is now 120 years old, is not likely to survive the next 25 years. Legally and financially yes, but not structurally and economically.

Peter Drucker, 2001

- We are living in the age of never satisfied customer.

Regis McKenna, 2000

- Banking is necessary, but banks are not!

Tom Peters, 2002

- Managers are either quick or dead!

Jack Welch, 1992



The Creative World

- Reinvent yourself World
- Be-Cool World
- Six Months from Bankruptcy
- Who is Bill Gates afraid of

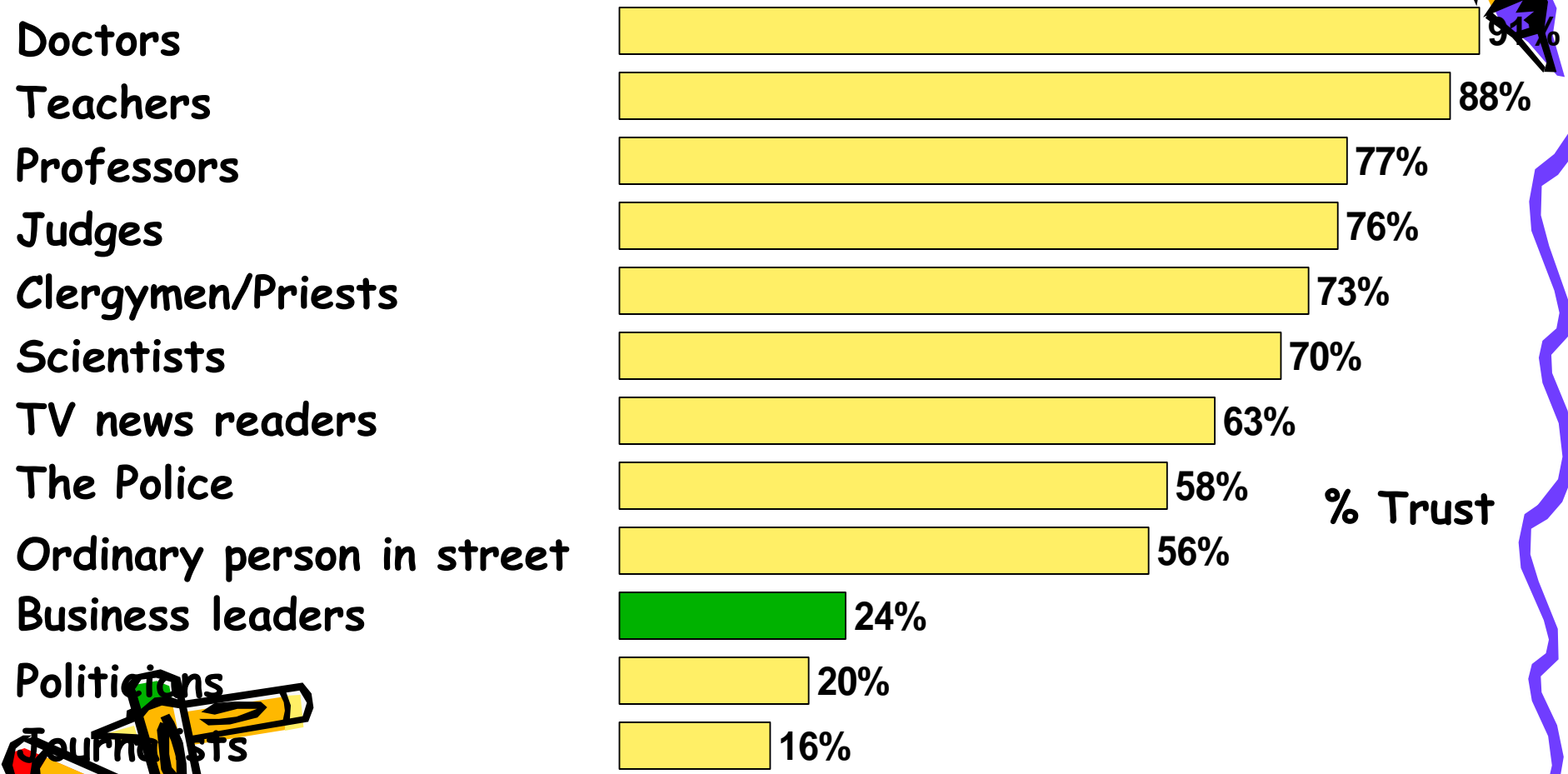


Trust in the Integrity of Leaders



Question:

Who would you generally trust tell the truth?

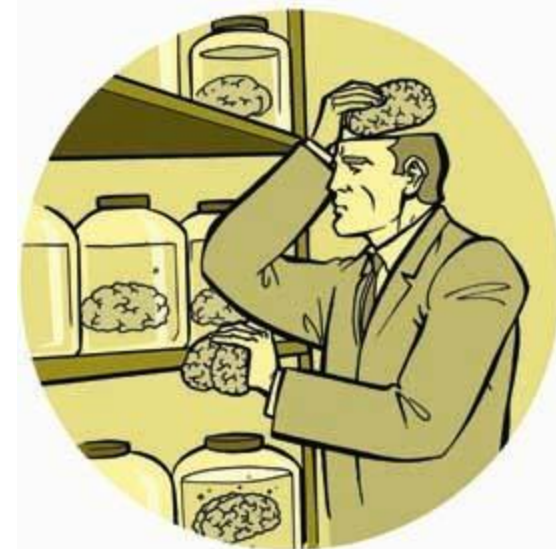


Base: 2,017 EU adults aged 15+,

February 2005 Source: MORI/BMA

Creative Leadership - Mental Models

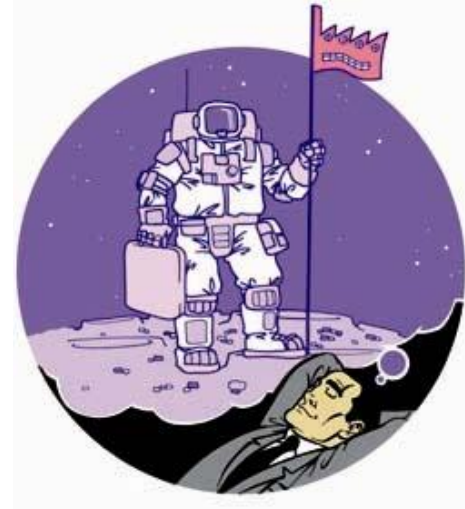
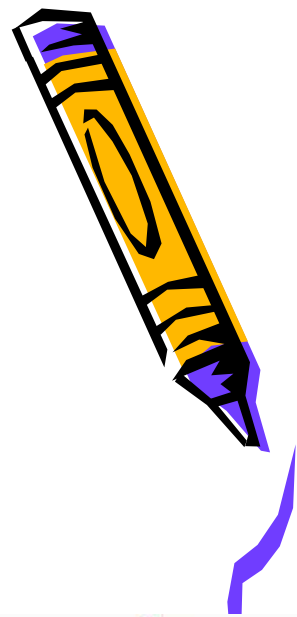
- Conceptual truths describing successful leadership
- Einstein: Nothing is more practical than a good theory
- Mental models are a basis for action



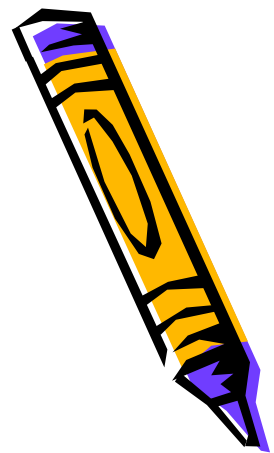
Leadership = Winning

In principle:

- Successful systems are headed by good leaders, winners.
- Less successful systems are headed by average leaders.
- Unsuccessful systems are headed by poor leaders, losers.



Leadership = Love



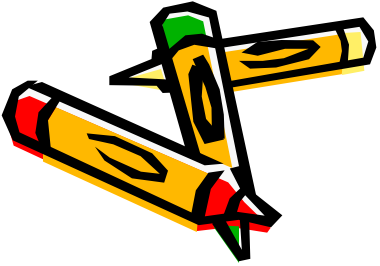
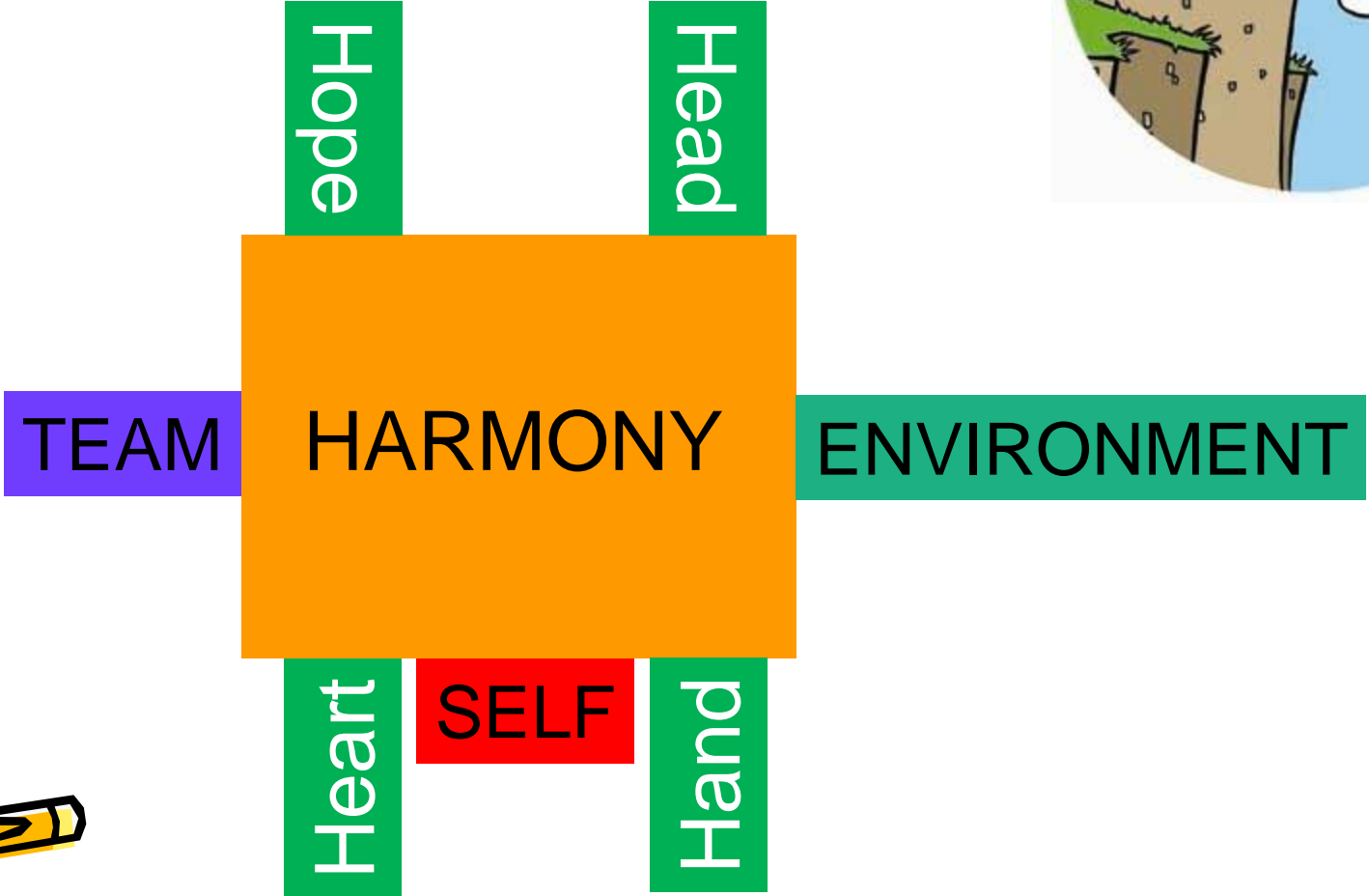
- Leadership is all about love!
- Passion, Enthusiasm, Appetite for Life, Engagement, Commitment, Great Causes, Determination to Make a Damn Difference, Shared Adventures, Bizarre Failures, Growth, Insatiable Appetite for Change...



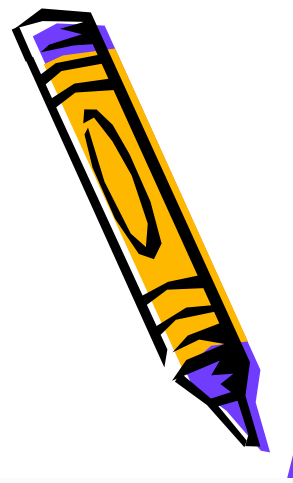
Otherwise, why Bother?

» Tom Peters

Leadership = Harmony

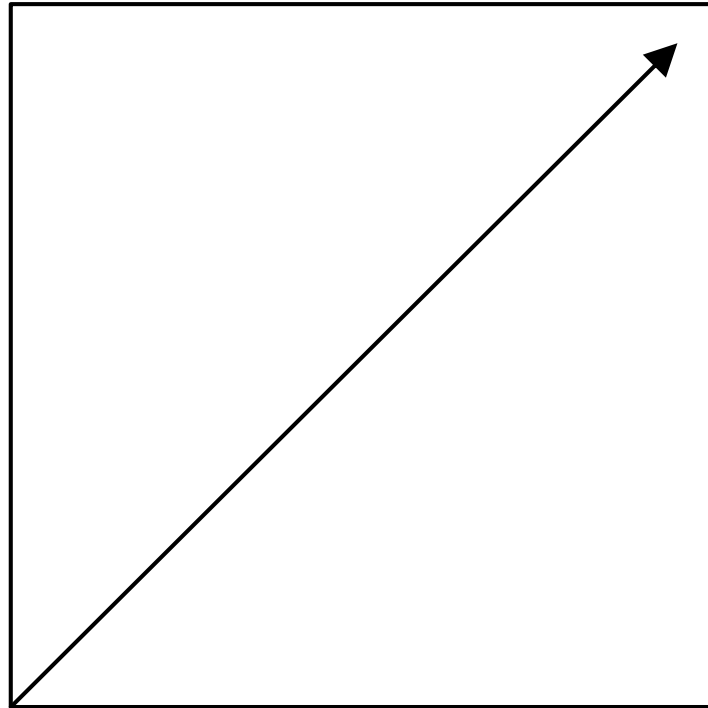


Leaders Balance "Hard" and "Soft" Stuff!



IQ

Professional
Competence
(Knowledge
and Skills of
the Trade)



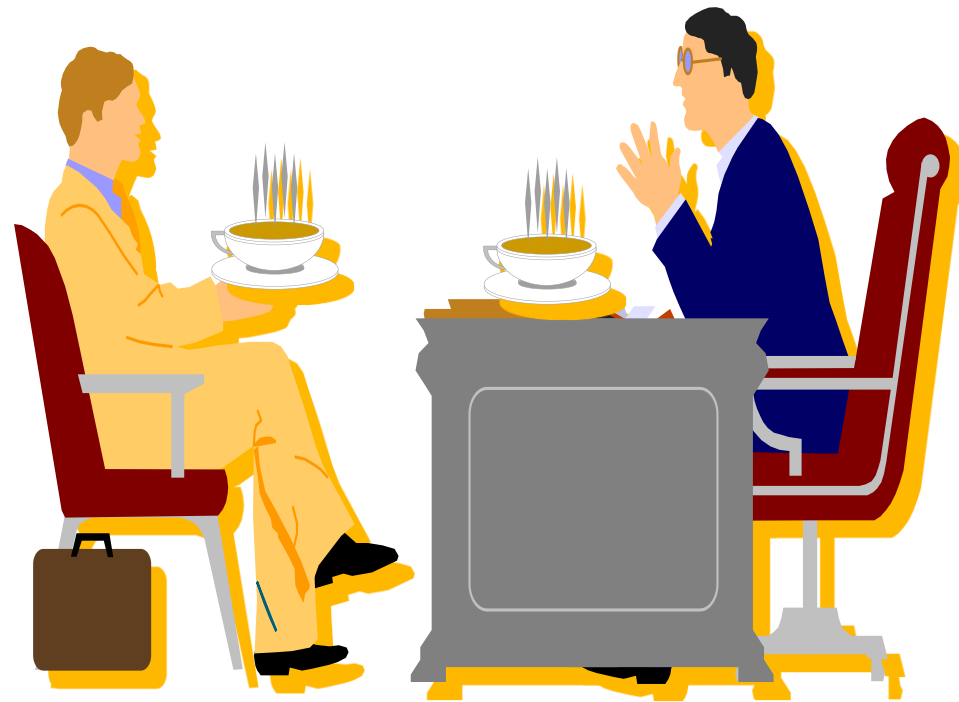
EQ

Emotional Competence
(Human Skills)



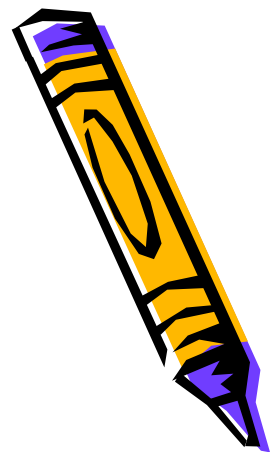
Nan-in and a Cup of Tea

- Leaders are creative, they learn and unlearn



Leaders are Winners!

- Winners have a goal
- Winners are persistent (Persian sultan and his horse)
- Winners "can stand a second longer"



Shaolin - A Winner Factory

- Shaolin - Li Xiaolong
- Defeat the enemy inside
- Crisis = Opportunity + Threat
- Kairos - God of Opportunity



Leadership = Change

- Leaders are needed to alter a course (managers are needed to stay on course)
- Leaders are innovators, risk takers, fighters for change (managers are administrators, analysts, controllers)
- ISO guys and ~~ISO guys~~
- Organizers and disorganizers



Leaders See a Crisis as an Opportunity!

- What "crises" in your environment might become "opportunities"?
- How could you make use of it?



Leaders Have a Plan!

- Key Personal Goals:

- 1.

- 2.

- 3.

- Key Business Goals:

- 1.

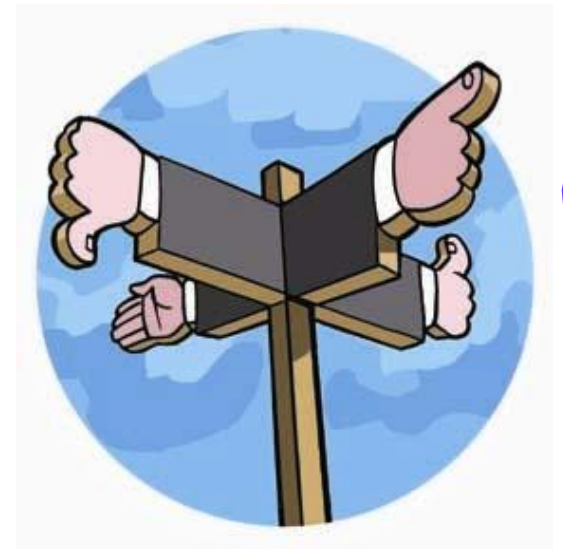
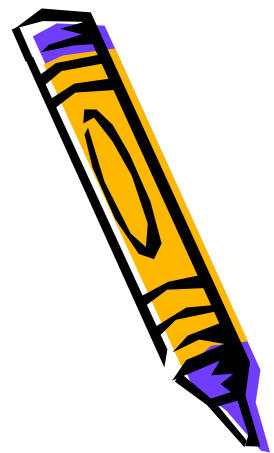
- 2.

- 3.




Leaders See the Big while it is still Small!

- Every opportunity was once small
- Every problem was once little

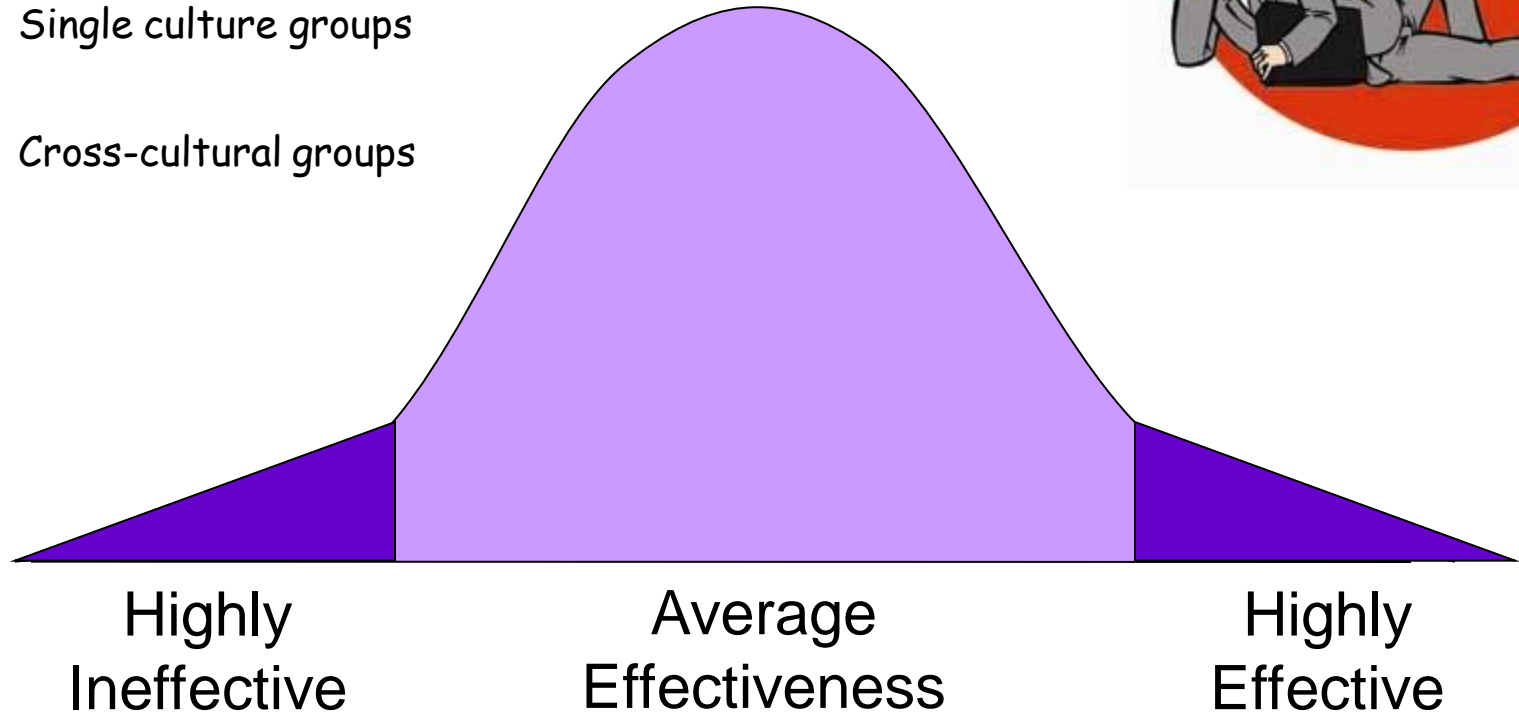


Leaders are Multicultural



 Single culture groups

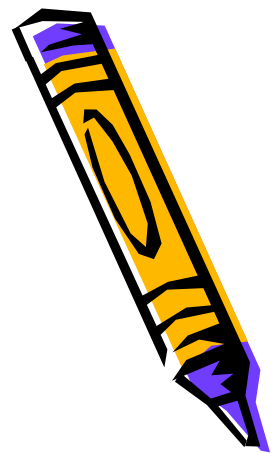
 Cross-cultural groups



Source: Nancy J. Alder, *International Dimensions of Organizational Behaviour*, 2nd ed. (Boston: PWS-Kent Publishing, 1991), p.135

Leaders Motivate and Coach!

- Scenario X or Y
- What do the most talented employees need from their workplace?
- Think positive!



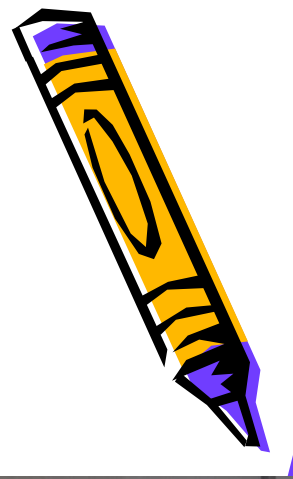
Leaders Delegate



- The key outcome of good leadership is an excellent team performance...
- ... when the leader is there...
- ... and, more importantly, when the leader is NOT there!



Welch: No-Fakeness



- INTEGRITY

- Speaks with Candor
- Takes Responsibility
- Admits his Mistakes
- Wins by the Rules

- INTELLIGENCE

- Knowledge + Curiosity

- EXECUTION

- Delivers
- Fulfils Promises

- ENERGY and PASSION

- Works hard, plays hard
- Enjoying life with humor, joy and humility

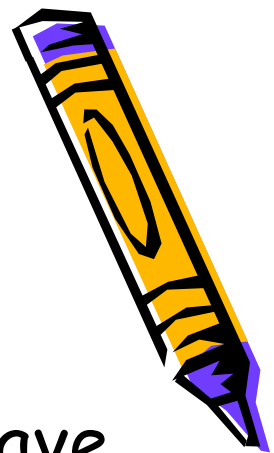


Leadership in Four Steps!

- Margaret Thatcher: Leader = Lady
- Interpretation - Explanator
- Conceptualization - Visionary
- Mobilization - Mobilizer
- Inspiration - Motivator



Leaders Do the Right Stuff!



	Relevant	Irrelevant
U C	Action area	Ignore, pay little attention
O C	Adjustment area	Adapt, pay little attention

90% problems have
10% importance, and
10% problems have
90% importance!



Sport Superstar Attitudes

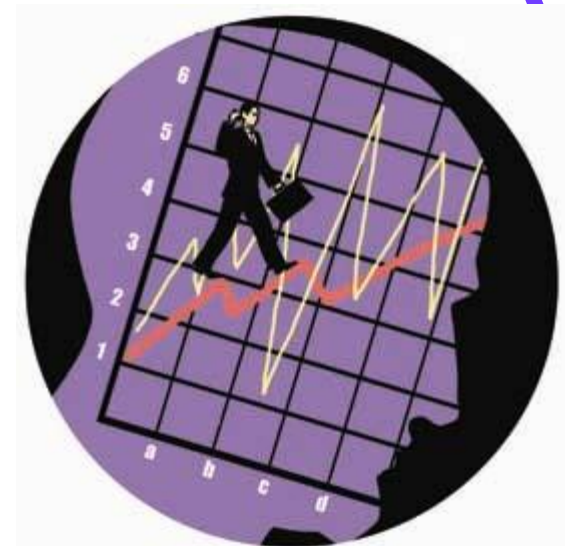
- Dissatisfied with results, try harder all the time
- The best when needed the most (e.g. at the Olympics)
- Feel like winners, never fear any opponent.



Leaders are Proactive!



- Nobunaga
- Self-efficacy
- You are what you believe you are!
- Self-fulfilled prophecy



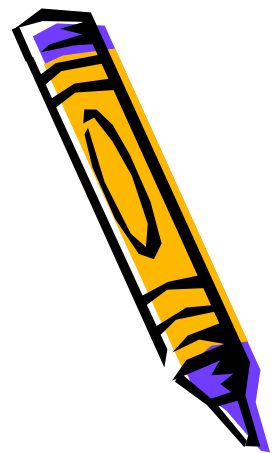
Leaders have Win-Win Attitude!



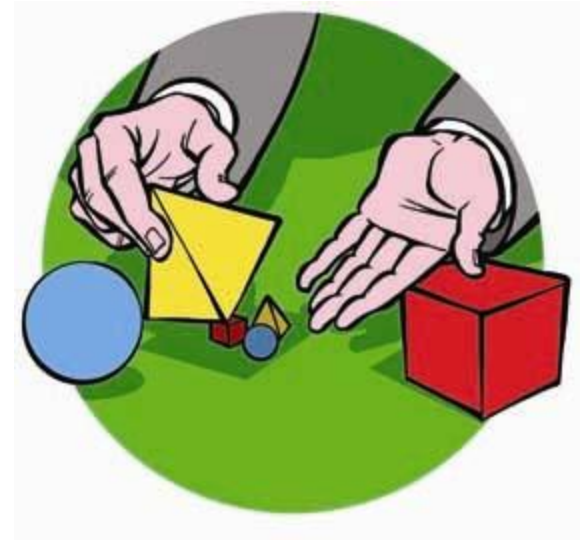
- Little Prince and a King
- Are you ready to give up on your proposal, I'll give up on mine, in order to search for a better proposal?



Leaders Have Kaizen Mentality!



- It is no good. We must change it!
- It's good but still can be better!



Leaders See the Whole!



- Blindmen and elephant
- Synergy (optimum for the whole is a sum of suboptimums of its parts!)

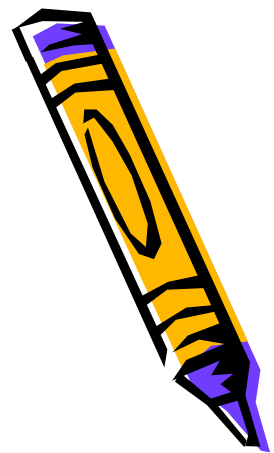


Success Depends upon:

- Skilled leader
- Favorable environment
- Followers



Concluding Statement = It all Depends!



- A perfect leader (person) is most often a combination of imperfect skills and talents that perfectly fit together!



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