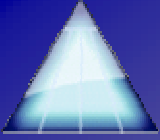




Parables of Leadership

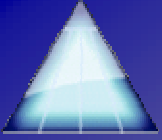
Minnesota Government Information Technology
Symposium
December 17, 2004

Presented By
Richard H. Branton
Advanced Strategies, Inc.



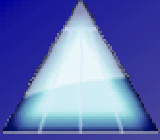
Today's Presentation

- **Intentions**
 - An excuse to tell stories, quotes, etc.
 - Insights to leadership
- **Values**
 - Fun
 - Useful
- **Focus**
 - Leadership
 - Conflict
 - Whatever
- **Context**
 - 1 hour

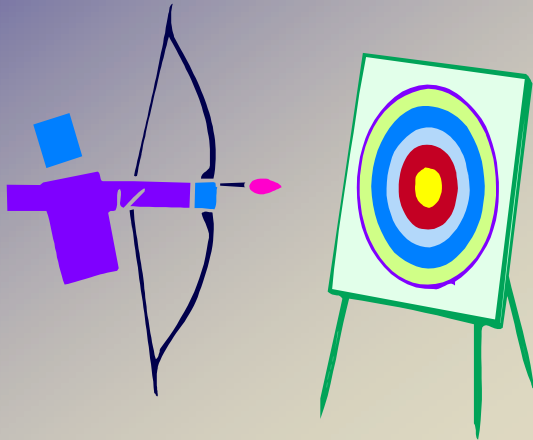


Storying Around

- **By ‘story’ we mean: stories, quotes, clichés, jokes, remember-whens, ...**
- **One way of building culture**
- **Easier to remember than rules and policies**
- **Stories Should be:**
 - Be memorable
 - Make a specific point
 - Appropriate



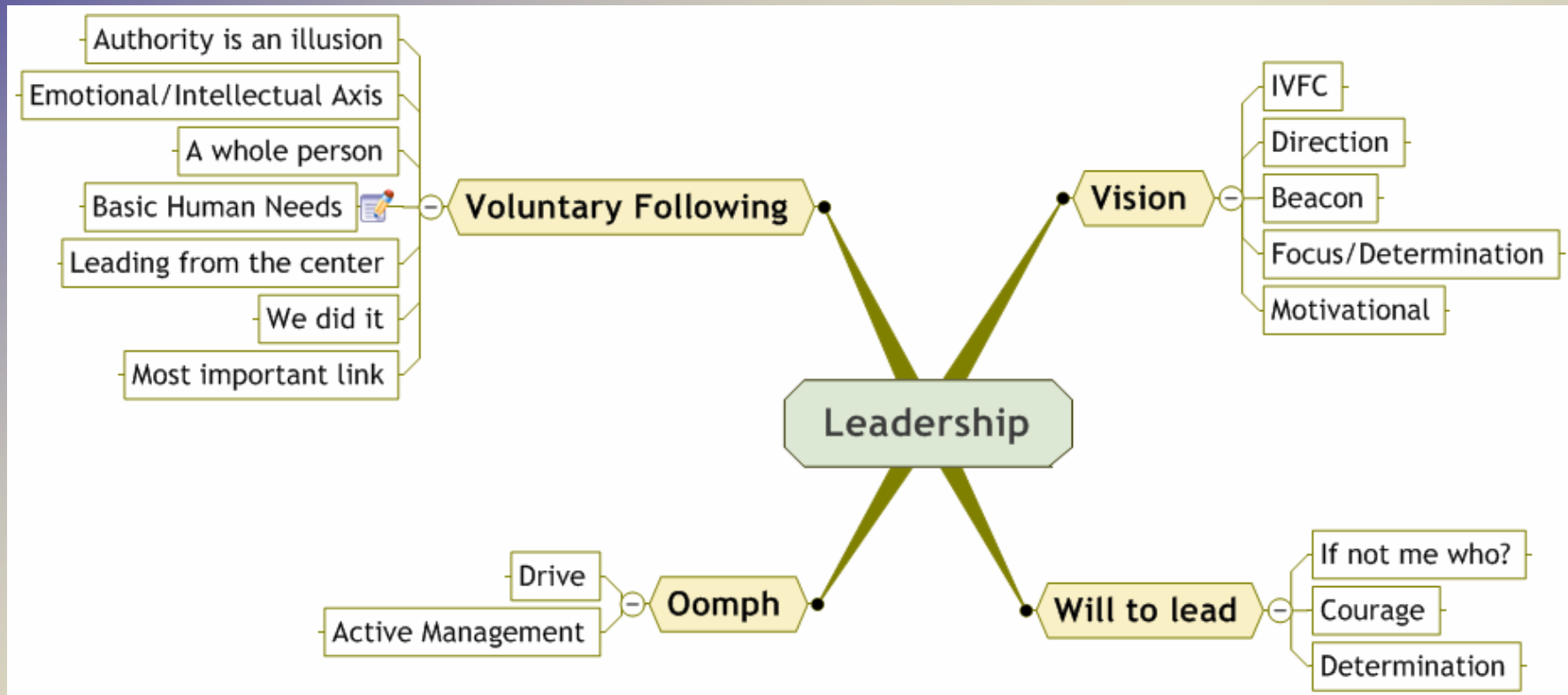
Four Secrets for Effective Leadership

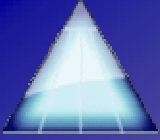


- Establish a Voluntary Following
- Set a Sense of Direction
- Provide a Little Drive
- Be Willing to Step Forward



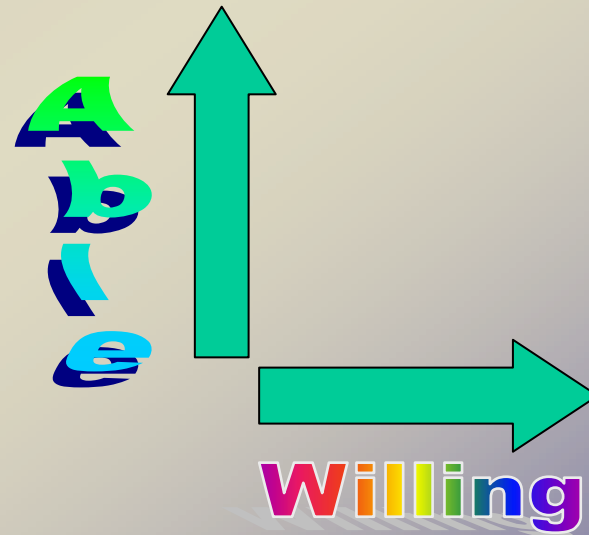
Four Pillars of Leadership





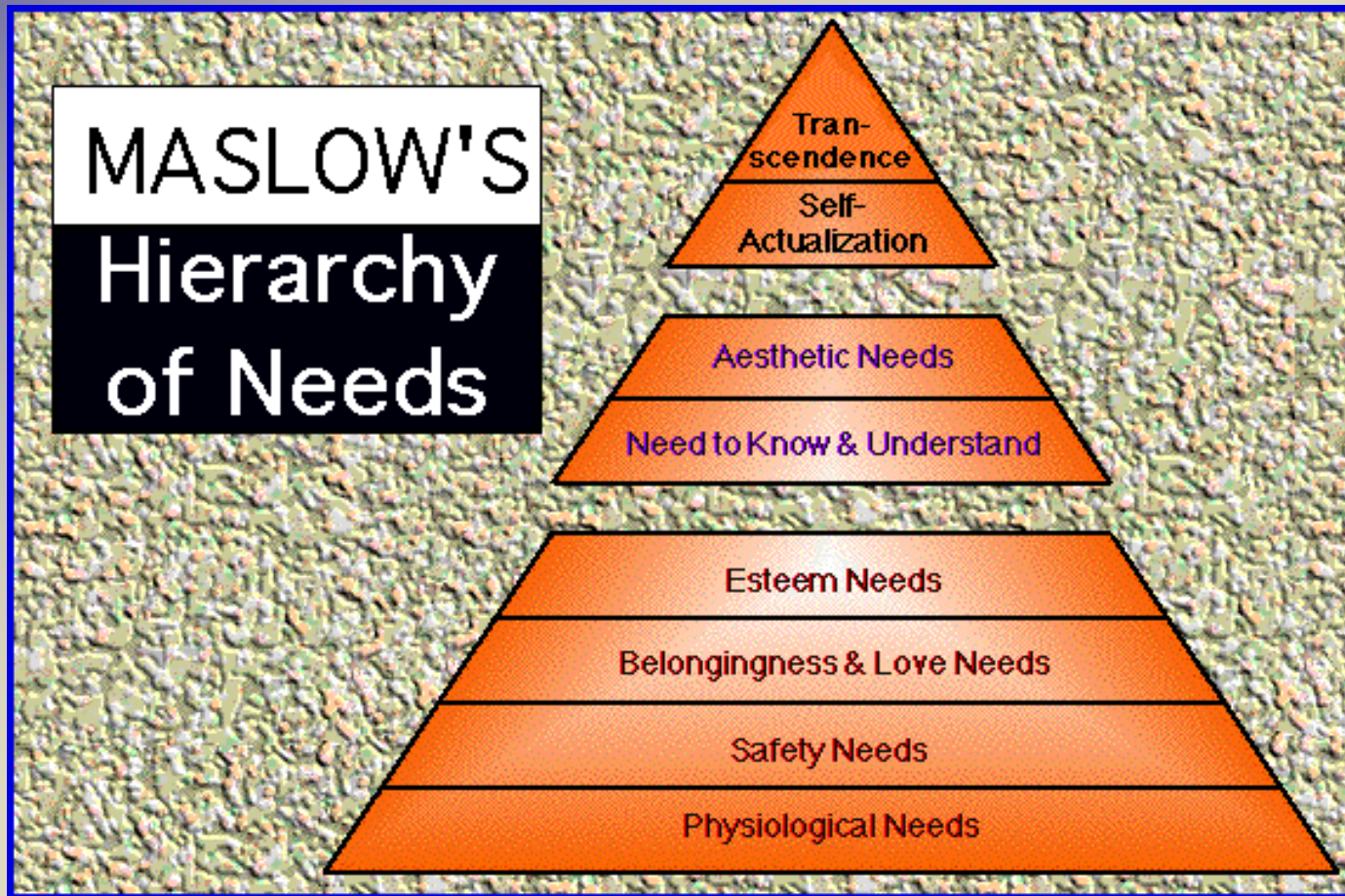
Premise: Humans Operate on Two Axes

- Intellectual (Am I able?)
- Emotional (Am I willing?)

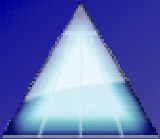




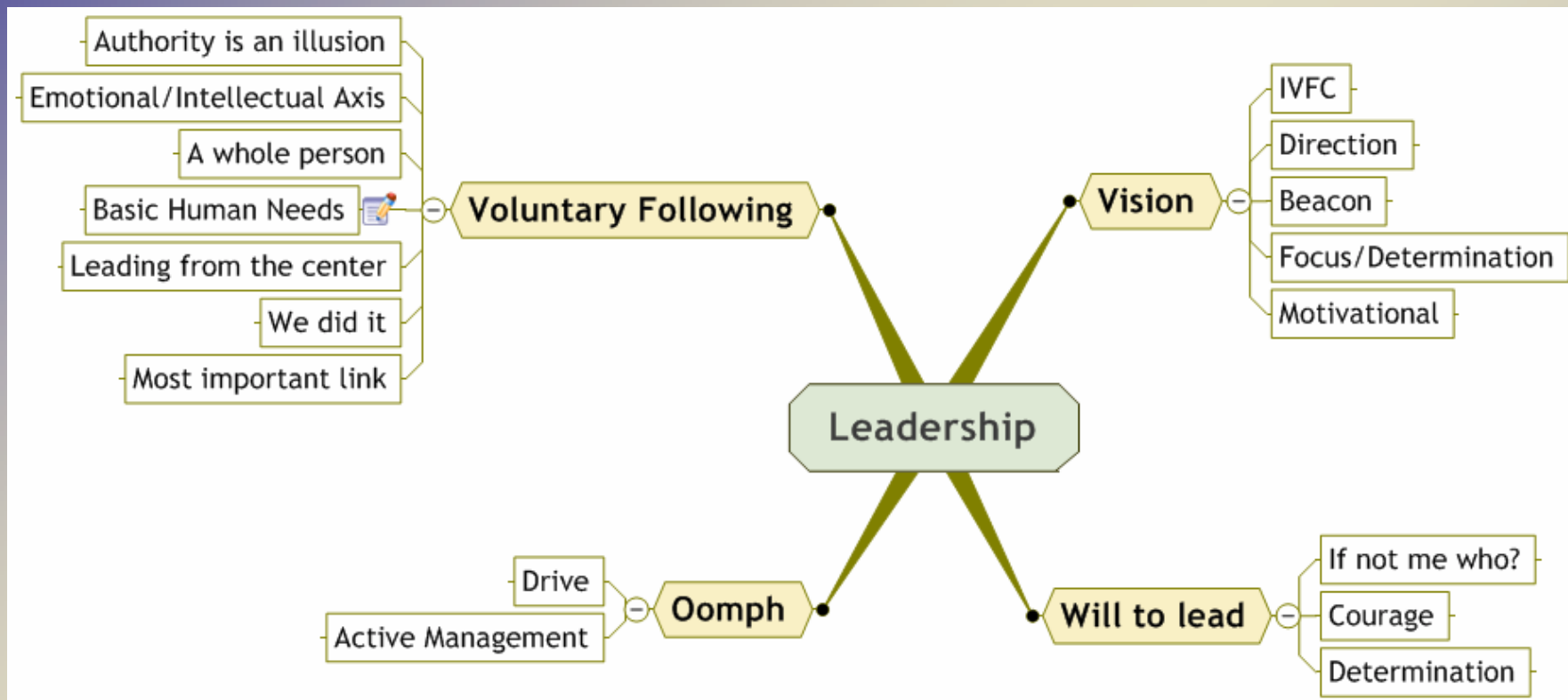
Human Have Various Needs

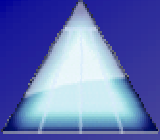


<http://chiron.valdosta.edu/whuitt/col/regsys/maslow.html>



Four Pillars of Leadership



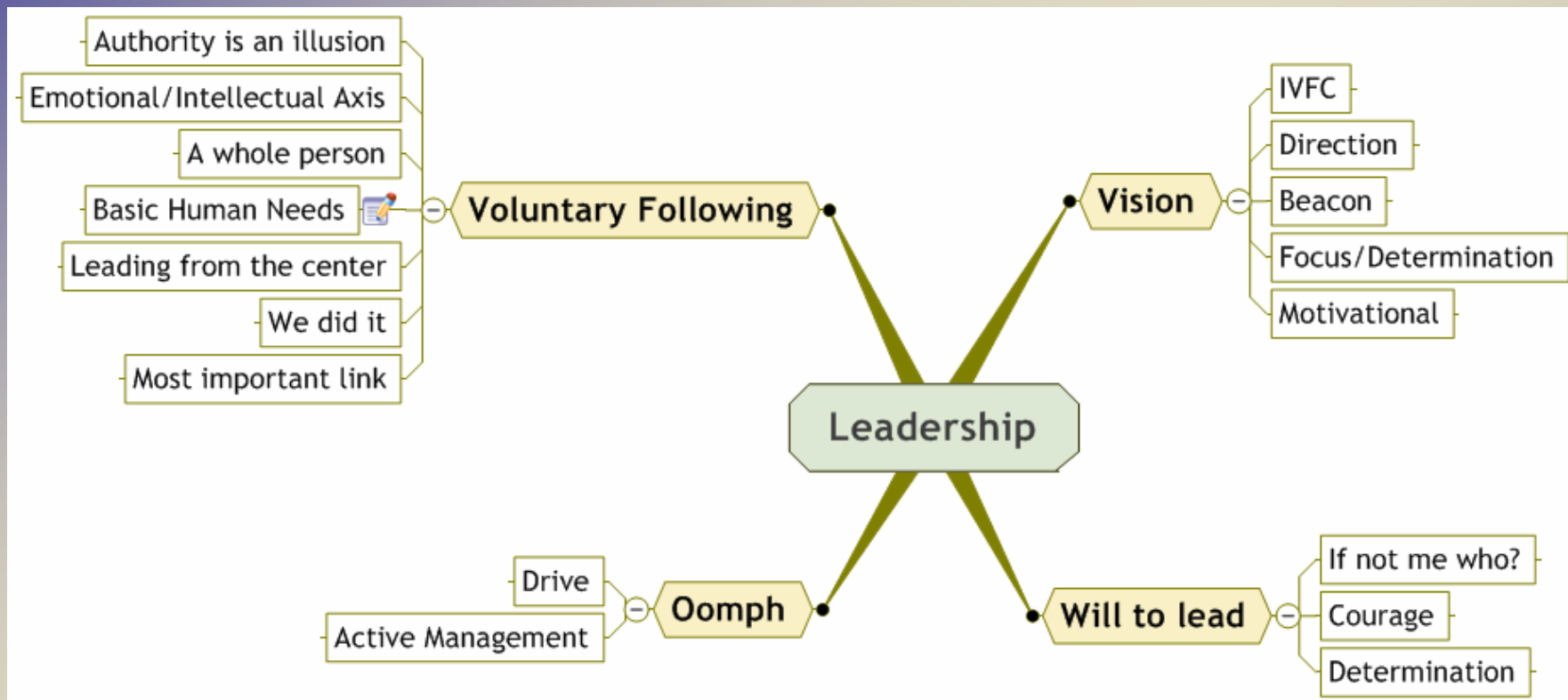


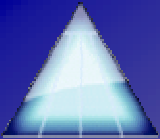
Elements of a Project Definition

- Intentions** → The expected end results of the project, ideally expressed in business terms; the reasons the enterprise is expending resources.
- Values** → Common beliefs to be used when trade-offs must be made. For example, cost vs. speed vs. focus
- Focus** → The domain of the effort; what is in scope and out of scope; what people, systems and initiatives the solution must integrate with.
- Context** → Other parameters which should be commonly established, agreed upon and monitored during the project.

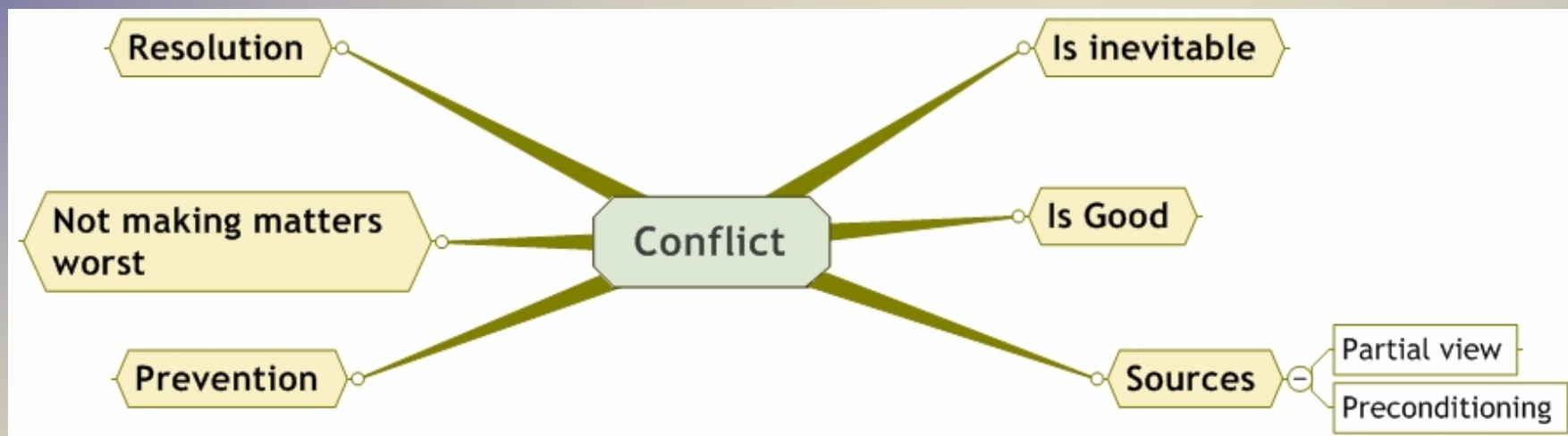


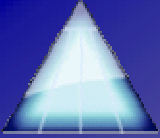
Four Pillars of Leadership





Leading & Conflict





If There is Still Time

Other Stories



Sources

- **Managing by Storying Around**
By David Armstrong
Double Day 1992
- **www.TheReluctantPhilosopher.com**
Note: until 01-01-2005 access at:
[\(http://radio.weblogs.com/0139555/\)](http://radio.weblogs.com/0139555/)
- **www.advstr.com/web/resources/resources.cfm**