

The Role of the Modern Business Leader

SIMPLIFY YOUR BUSINESS

THE
RESULTS.
GROUP

Who am I?
What do I do?
Why I do it?

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UC, Stanford, Cornell

CEO TRG

I work with good companies &
make them better



Consultant:
Strategic Execution
Facilitation

High Performance Coaching
Leader development
Theory meets real life
Academic influence



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The RESULTS Group
We are your Strategy Execution
Partners

We simplify business

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30 Years in:
I don't know all the answers
I have experienced big
success & big failure

Leadership is truly one of
lifes challenges & gifts

#Humility

Purpose: The Why?

To make a difference to the
way people lead.

Getting the important things
done.

Who are you?

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The Challenges We face in Biz today:

Constant change, Pace, Info is free, education is free, comms are immediate, Clients are connected, global influence, tech disruption (AI, Robotics, Big data), Hard to stay profitable & growing whilst changing, diverse workers, trade agreements

42% of university graduates
never read another business
book.

Professional development
stops.

#WTF?

Professional services are changing

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Wide and shallow for
resilience, Narrow and deep for
profitability

#Resiliencetotakeahit

What makes a leader?

#Managers are weanies

Note: There are no statues of
committees in our parks!

Purpose

Legacy

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A leader must disrupt the
business as usual of the
business.

Emotions are the DNA of
Inspiration

#Influence

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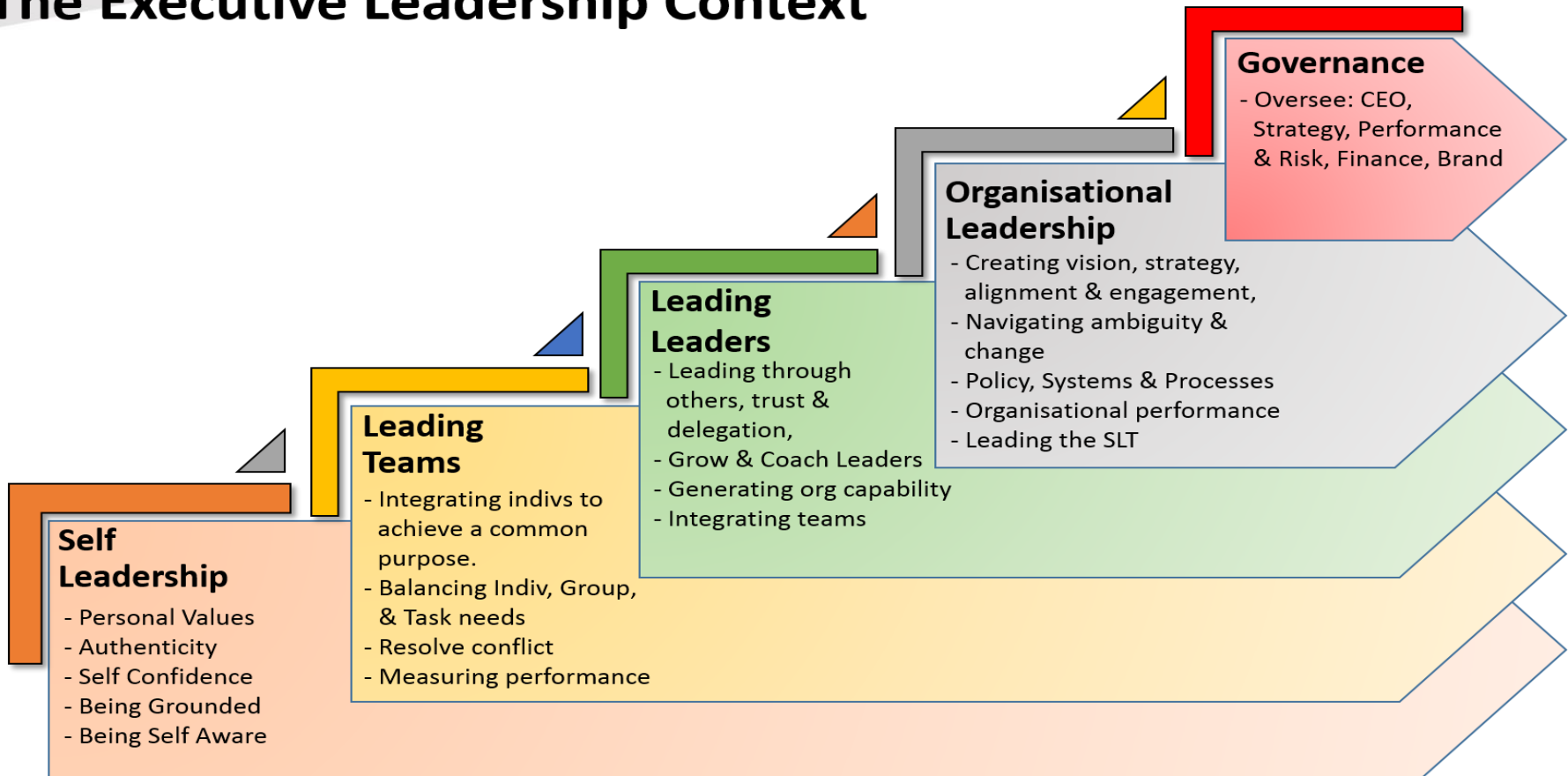
Our biggest challenge in
leadership?

Leading ourselves, family &
our kids well

We lead up, down &
sideways

We all lead

The Executive Leadership Context



The craft of the Generalist

The professional leader

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Biz Success today needs High Performance Leaders

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Change is constant
Change is relentless
Change is going to increase
in tempo

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Reflection

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“If You are as Good as you are
going to be you can’t work here
anymore”

#Pivot

“If read 6 books a year on a biz topic =
top 1% in USA

12 books per year = top 1% in world

Read for 1 hour per day, 7 days per
week on a topic for 7 years you will be
considered a national authority on that
topic.

#Legend

“Tight and Loose”

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Strategy & Execution = Cadence

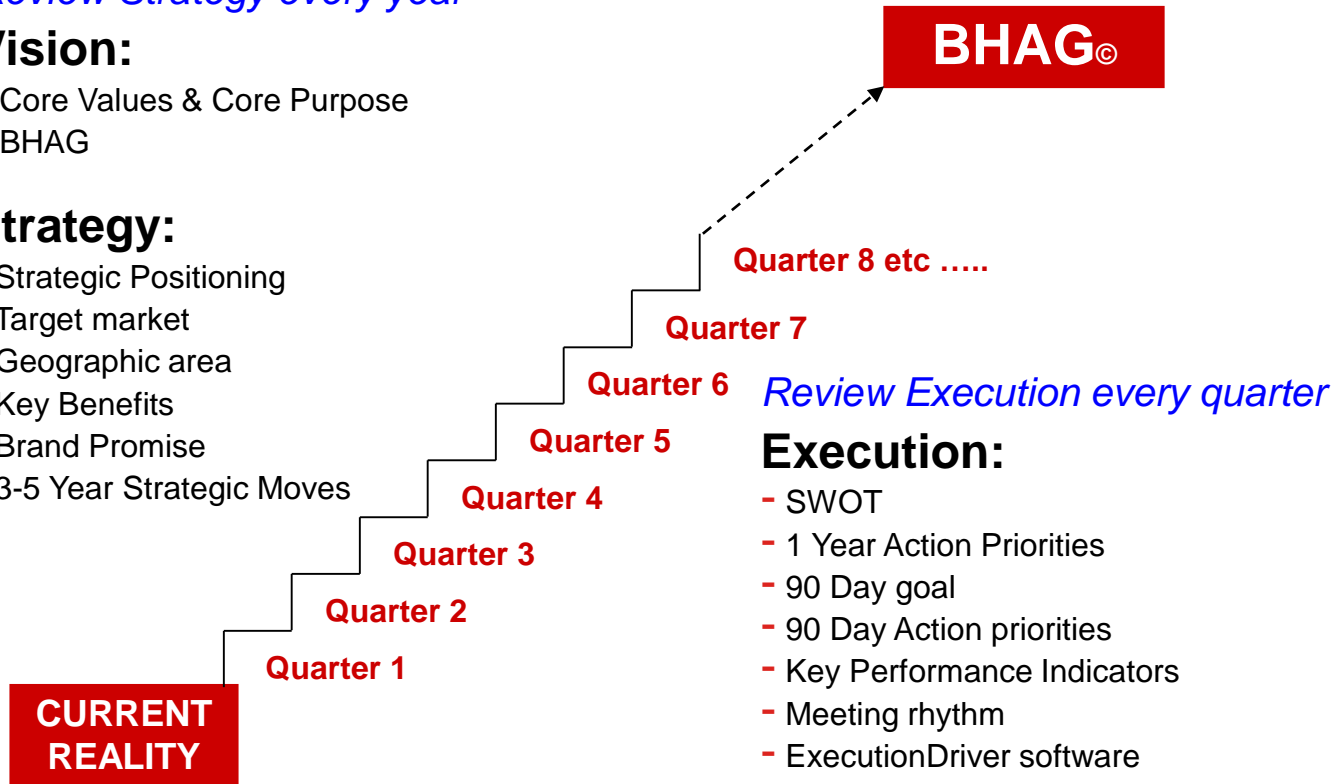
Review Strategy every year

Vision:

- Core Values & Core Purpose
- BHAG

Strategy:

- Strategic Positioning
- Target market
- Geographic area
- Key Benefits
- Brand Promise
- 3-5 Year Strategic Moves



Execution:

- SWOT
- 1 Year Action Priorities
- 90 Day goal
- 90 Day Action priorities
- Key Performance Indicators
- Meeting rhythm
- ExecutionDriver software

Technical competence & Organisational Clarity

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No

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Don't like change?

You will like irrelevance
even less!

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Anything performed at the high
performance level requires top
of mind focus
Practice
measurement

Courage

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How High Performance Sports Teams Build Culture

1. Teams respond to Challenges
2. Teams cannot be highly engaged all the time
3. Misaligned culture is your first competitor
4. Culture turns a person into people
5. Language is the lifeblood of any culture
6. Accountability starts with the leader
7. High performance teams do not have 'lifestylers'
8. The good of the team comes before any individual
9. Train hard (upskill, guide, mentor, develop)
10. Celebrate the small wins
11. Trust is everything. It all starts with high levels of trust.



5 Key measures of success:

- ✓ Revenue
- ✓ Profit
- ✓ Client loyalty
- ✓ Staff engagement
- ✓ Strategic action

4 Traditional Ways to grow a Business (Incremental improvement)

Increase no of opportunity

X

Increase conversion rate

X

Increase average \$ sale

X

Increase frequency of purchase

Slow is Smooth,

Smooth is fast

#Create Velocity

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Reading List

Connect on LinkedIn

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