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***Surviving the Recession
and Emerging Stronger in the
Upturn***

Jeff Grout

The Perfect *Storm*

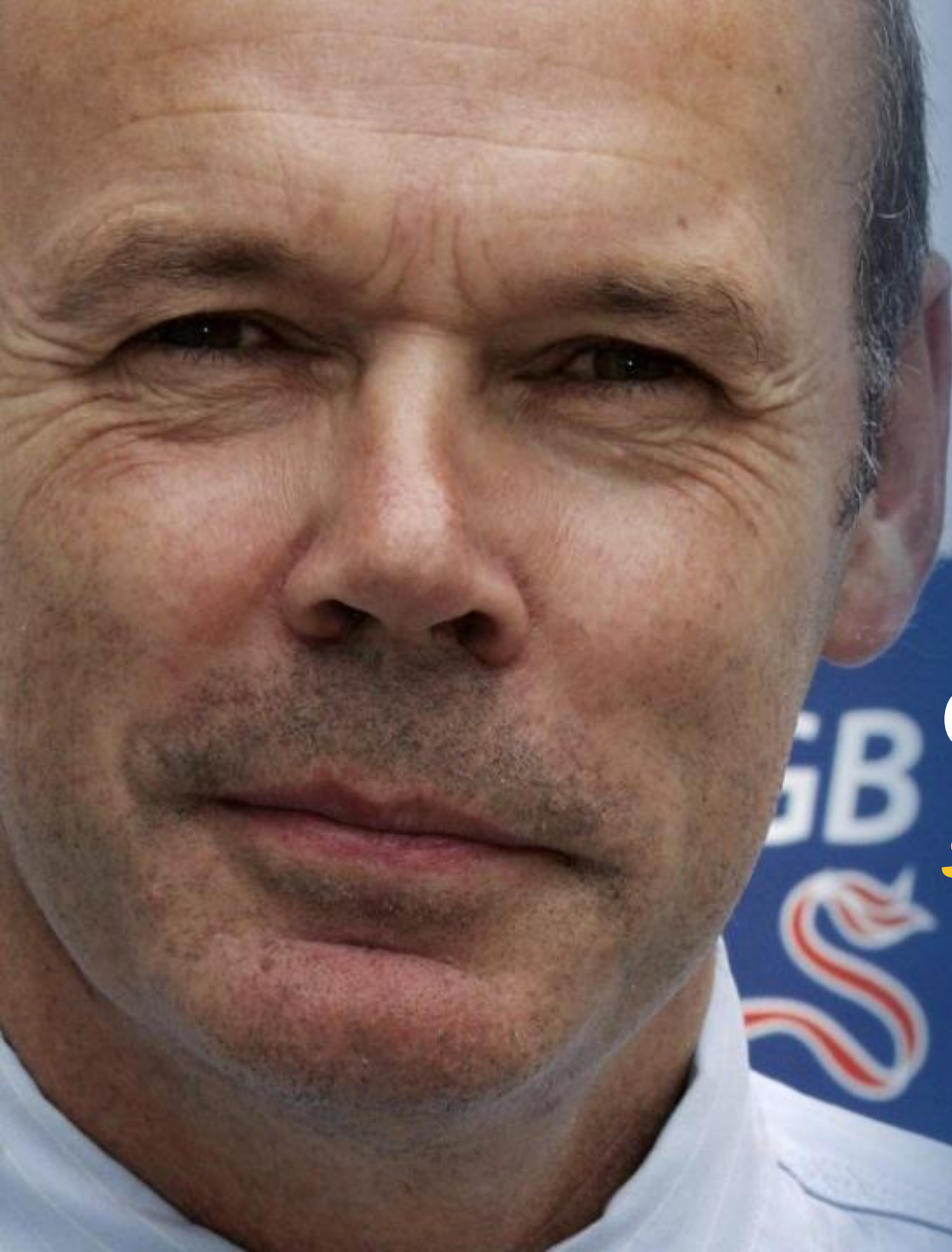


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What is morale *really* like?



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A close-up portrait of Sir Clive Woodward, a middle-aged man with a serious expression, looking slightly to the left. He is wearing a white shirt. The background is a blue wall with a white and red logo, possibly the GB Olympic logo, featuring a stylized figure.

“It is difficult
to motivate
but all too
easy to
de-motivate.”

Sir Clive Woodward



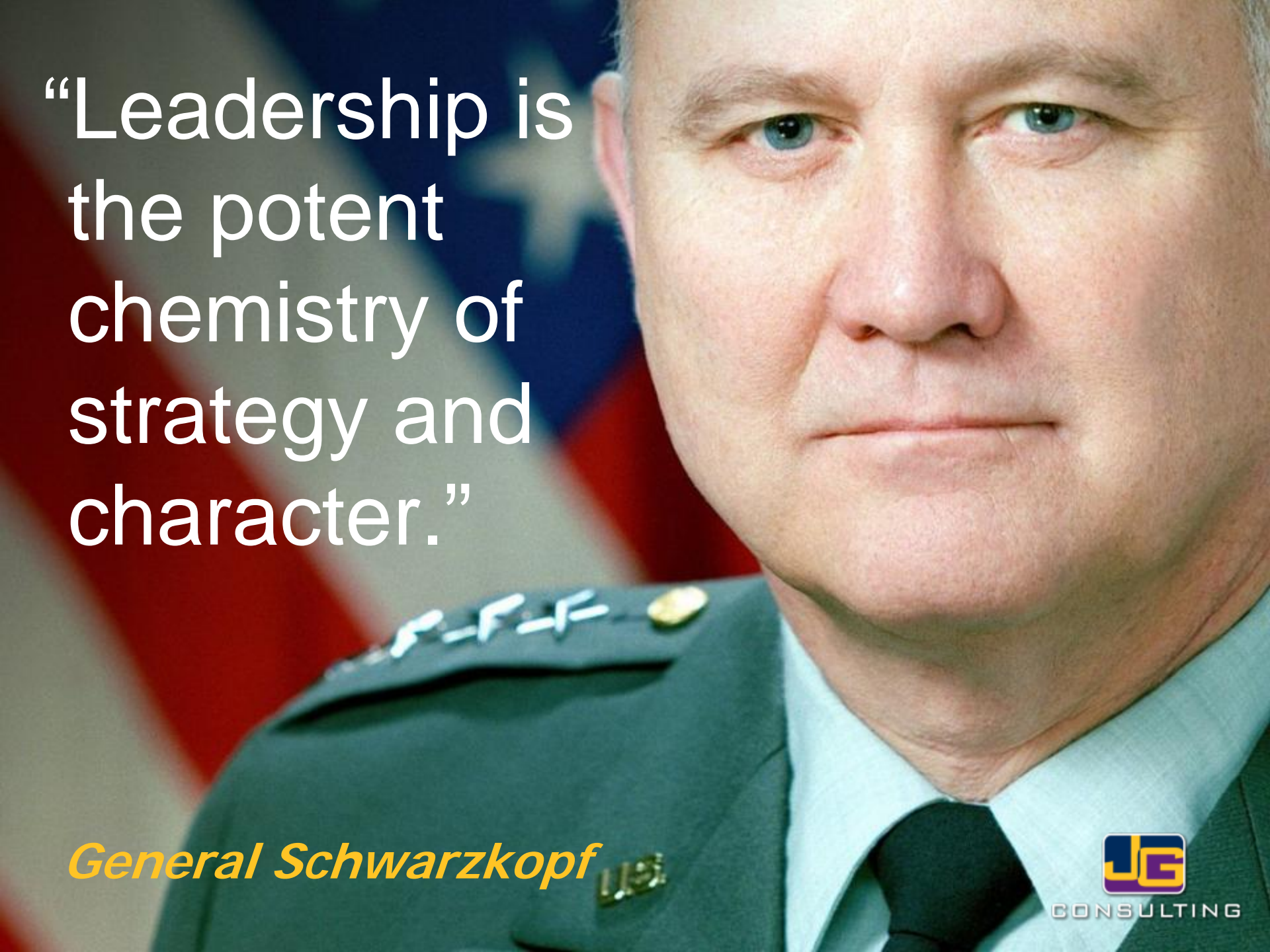
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Motivation



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A close-up portrait of General Schwarzkopf, a man with blue eyes, wearing a dark green military uniform with a light blue shirt and a dark tie. He is looking directly at the camera with a serious expression. The background is slightly blurred, showing a red and white striped pattern, possibly an American flag.

“Leadership is
the potent
chemistry of
strategy and
character.”

General Schwarzkopf



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Providing *Direction*



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Measuring *followership*



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The *T-Test*

What is the overall business objective?

What are the immediate priorities?

How are you contributing to these priorities?



Communication *Really* Matters



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BIG TALK/ Little Talk



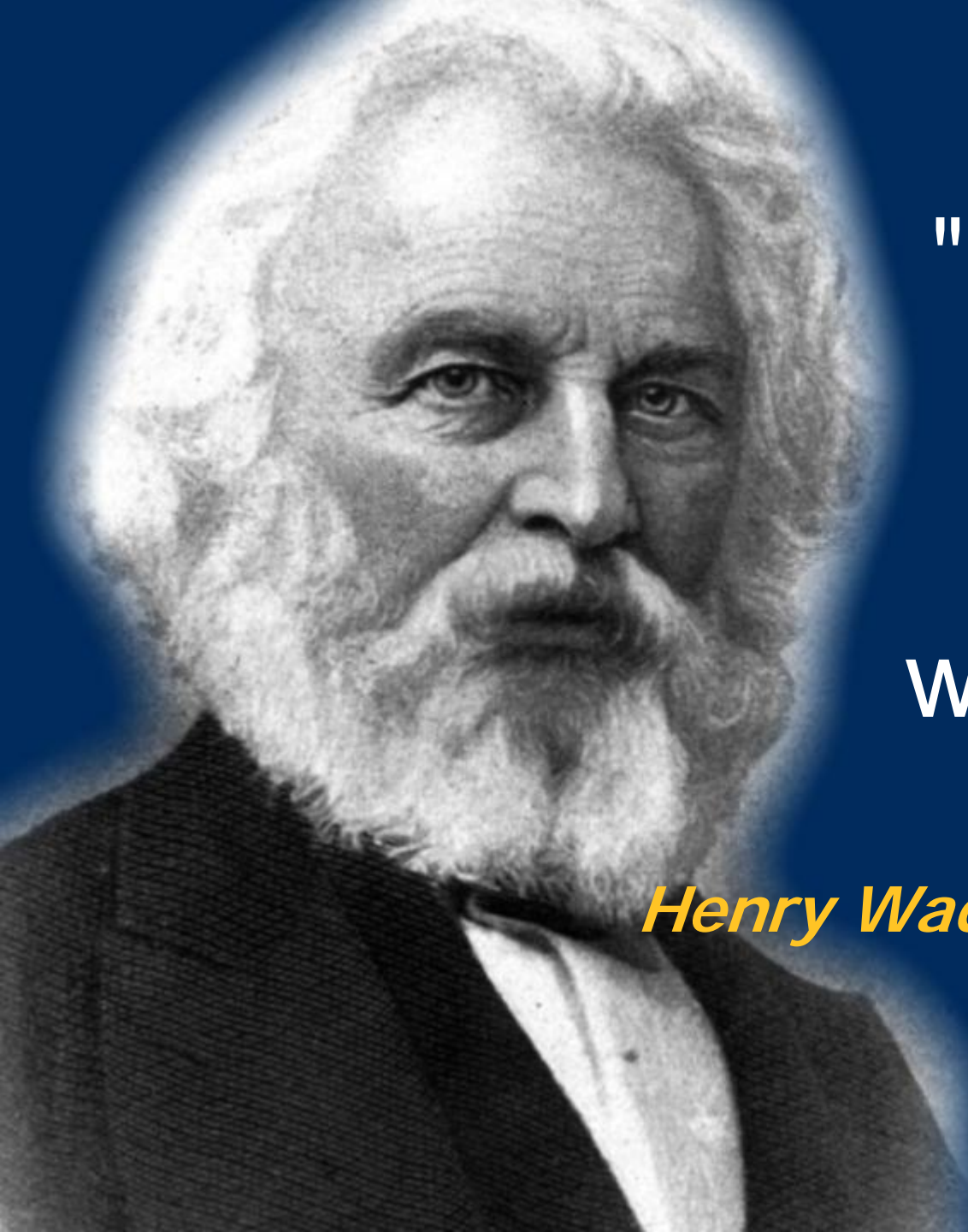
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What is your *Leadership Brand?*



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"What you do
speaks so
loudly that I
do not hear
what you say"

Henry Wadsworth Longfellow



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The Gallup 12

How do you measure up?

1. I know what is **expected** of me
2. I have the **resources** I need to do my work
3. I have the **opportunity** to do what I do **best every day**
4. In the past seven days I have received **recognition/praise** for doing good work
5. My manager seems to **care** about me
6. My manager **encourages** my development



The Gallup 12

How do you measure up?

7. My **opinion** seems to really count
8. The mission/purpose of my organisation makes me feel that my job is **important**
9. My colleagues are committed to doing **high quality** work
10. I have a **best friend** at work
11. In the last six months my manager has talked to me about my **progress**
12. In the last year I have had the opportunity to **learn and grow**





Letting Go



Preparing for *Change*



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Challenge & Question *Everything*

What are the good things we do that we must keep doing?

What are the bad things we do that we must stop doing?

What things do we do only occasionally that we should do consistently?

What things don't we do that we should start doing?



Challenge & Question *Everything*

What are the good things we do that we must keep doing? www.ebi?



FINISHED FILES ARE THE
RESULT OF YEARS OF
SCIENTIFIC STUDY
COMBINED WITH THE
EXPERIENCE OF MANY
YEARS



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Control the *Controllable*



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Retaining *Talent*



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Keeping *your Stars*



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THE RECOVERY: Returning to *Normal*



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“Leadership is about convincing people that they are capable of great things – more than they ever imagined possible”

Greg Dyke





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