

A close-up photograph of a sandy beach with several footprints. The footprints are arranged in a line, receding into the distance. The sand is a light tan color, and the footprints are darker, showing the texture of a shoe sole. The text is overlaid on the middle of the image.

**What is success?
How do you define success?**

How to Be a Great Leader?

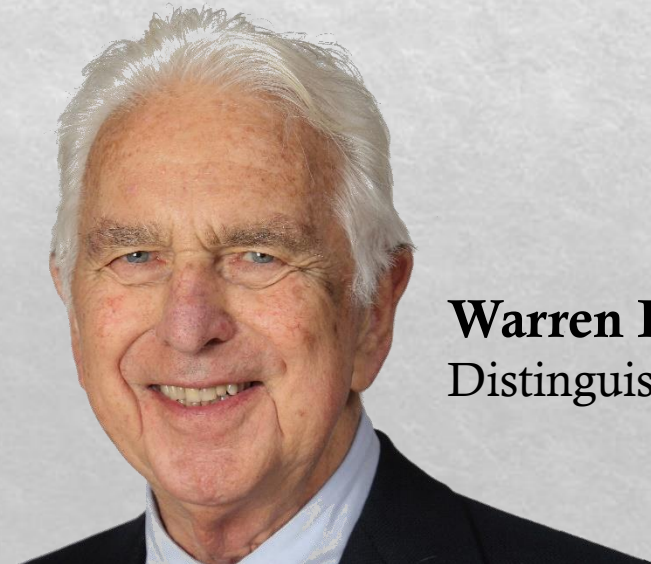


References

- Start with Why, Simon Sinek
- Leaders Eat Last, Simon Sinek
- Together is Better, Simon Sinek
- The Infinite Game, Simon Sinek
- www.startwithwhy.com
- www.youtube.com/Simon_Sinek
- www.aparat.com/h.lachin713



“Leadership is like beauty; it’s hard to define, but you know it when you see it.”



Warren Bennis
Distinguished professor and author

“Leaders are highly complex human beings, people who have distinctive qualities that cannot be sufficiently described by lists or traits of characteristics.”



Bill George
Author of True North

Great Leaders Characteristics



Empathy

Perspective



Empathy

The Millennial Question



Millennials



Gen Y

Early 1980s to early 2000s

Entitled, narcissistic, unfocused,
unleadable

**What are the factors causing
millennials characteristics?**

4

Parenting

Technology

Impatience

Environment

Parenting

Failed Parenting Strategy



Technology

Dopamine Chemical



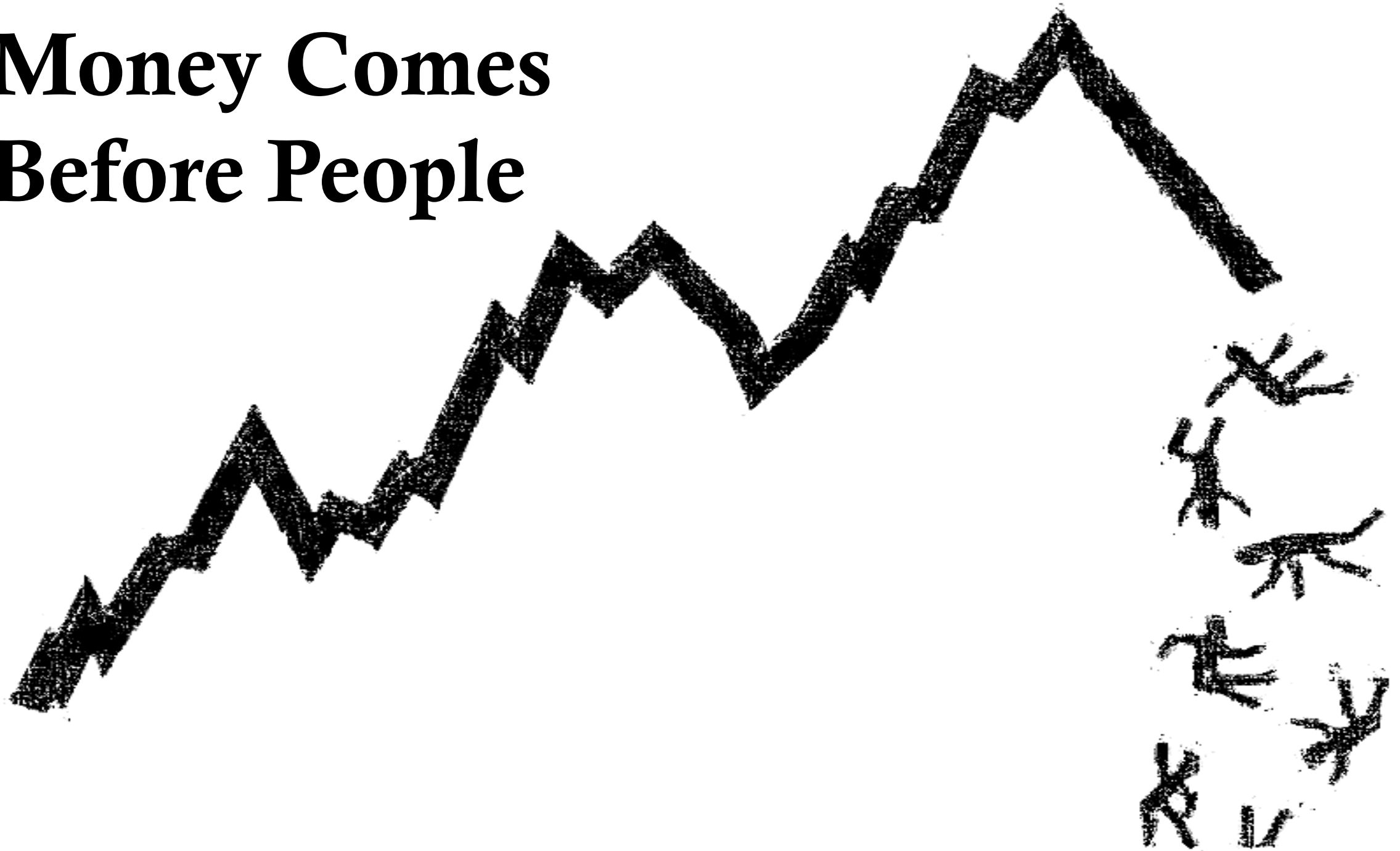
Impatience

Instant Gratification



Environment

Money Comes Before People



What is the solution?

Me rather than We



We rather than Me



We are social
animals



**Our body encourages
us to live socially**

E.D.S.O

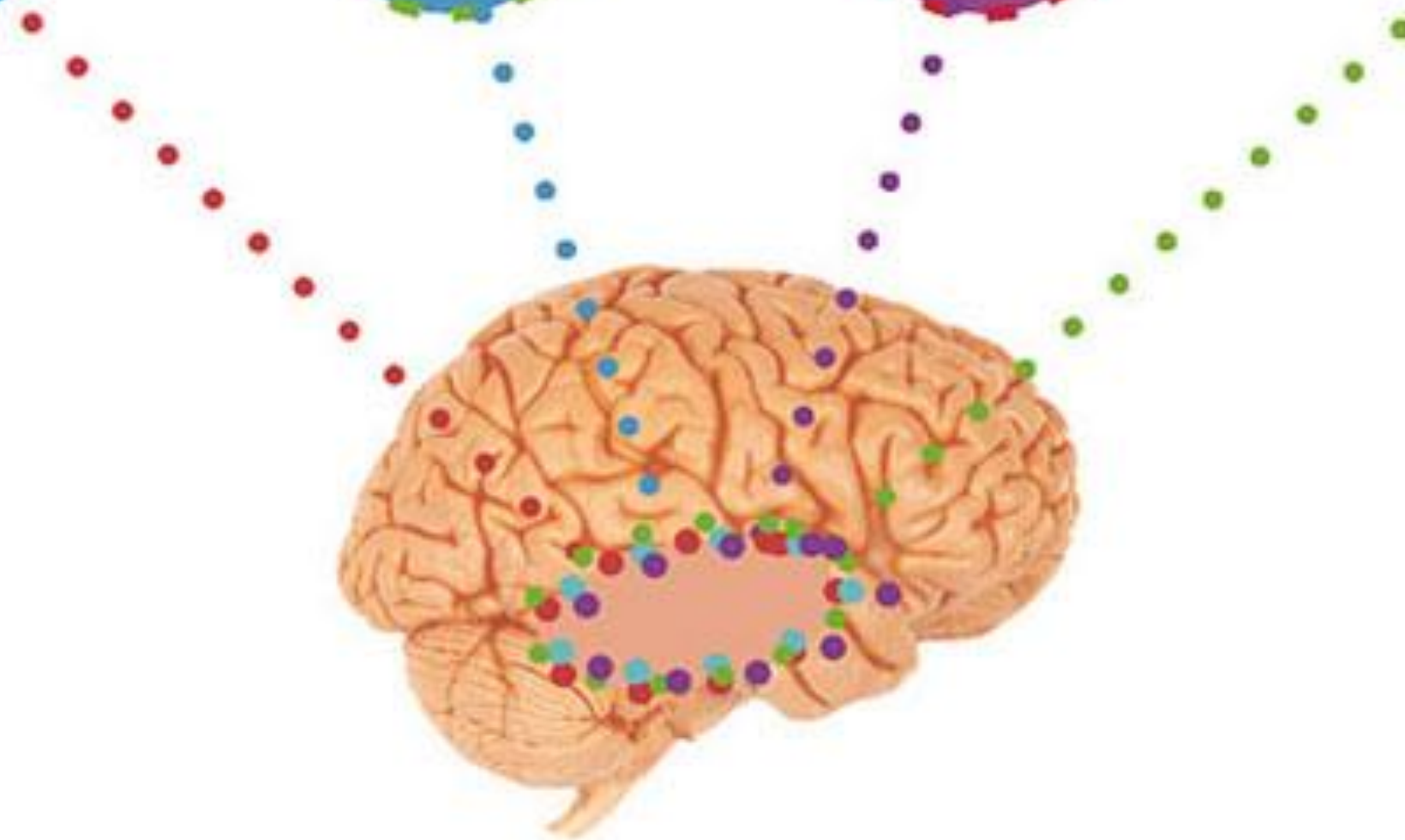
Happy Chemicals

dopamine

endorphin

oxytocin

serotonin



***Selfish* chemicals**

We get these
on our own.

***Selfless* chemicals**

We need other people
for their release.



Perspective



Game Theory

```
graph TD; GT[Game Theory] --> IG[Infinite Game]; GT --> FG[Finite Game]; IG --> IP[Infinite Player]; FG --> FP[Finite Player];
```

Infinite Game

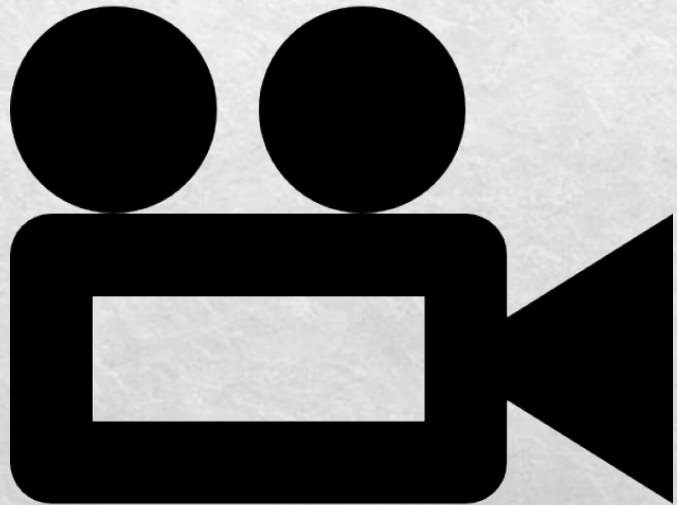
Finite Game

Infinite Player

Finite Player

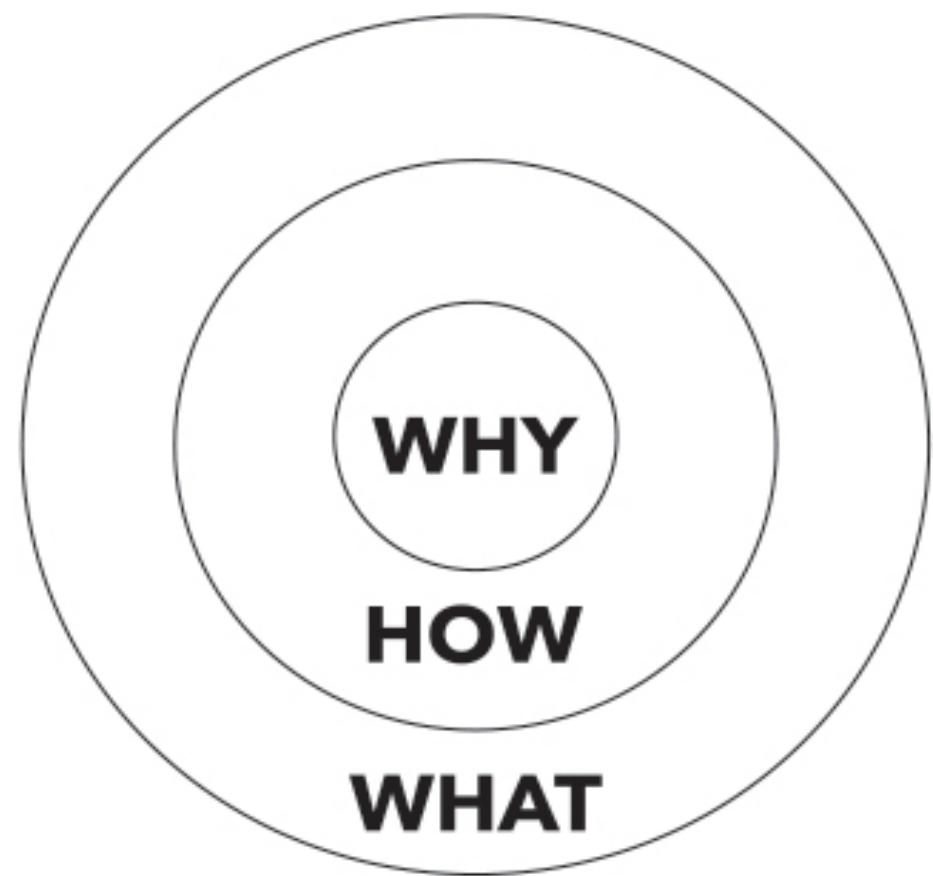
Which Game Are You In?

Click to watch the video



Golden Circle

Act, Think and Communicate from the **Inside Out**



WHY -

Your Purpose, Cause or Belief

HOW -

Your Unique Selling Position [USP]

WHAT

Your Product or Service

People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.

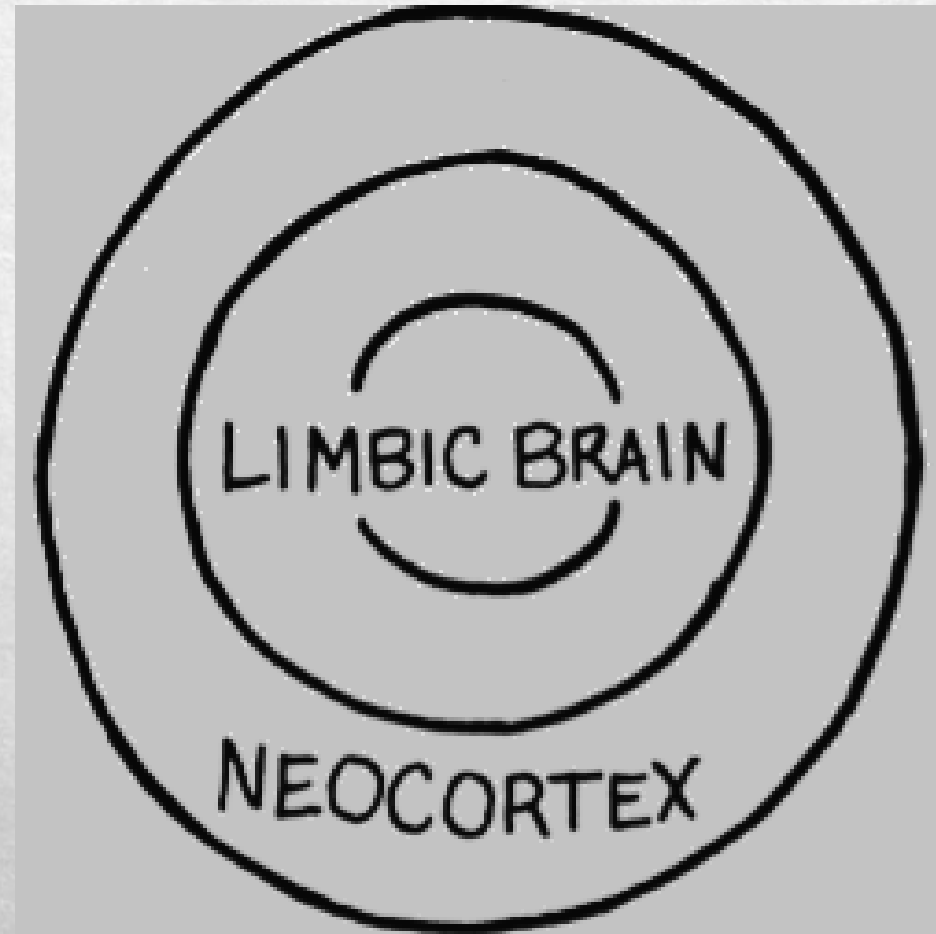
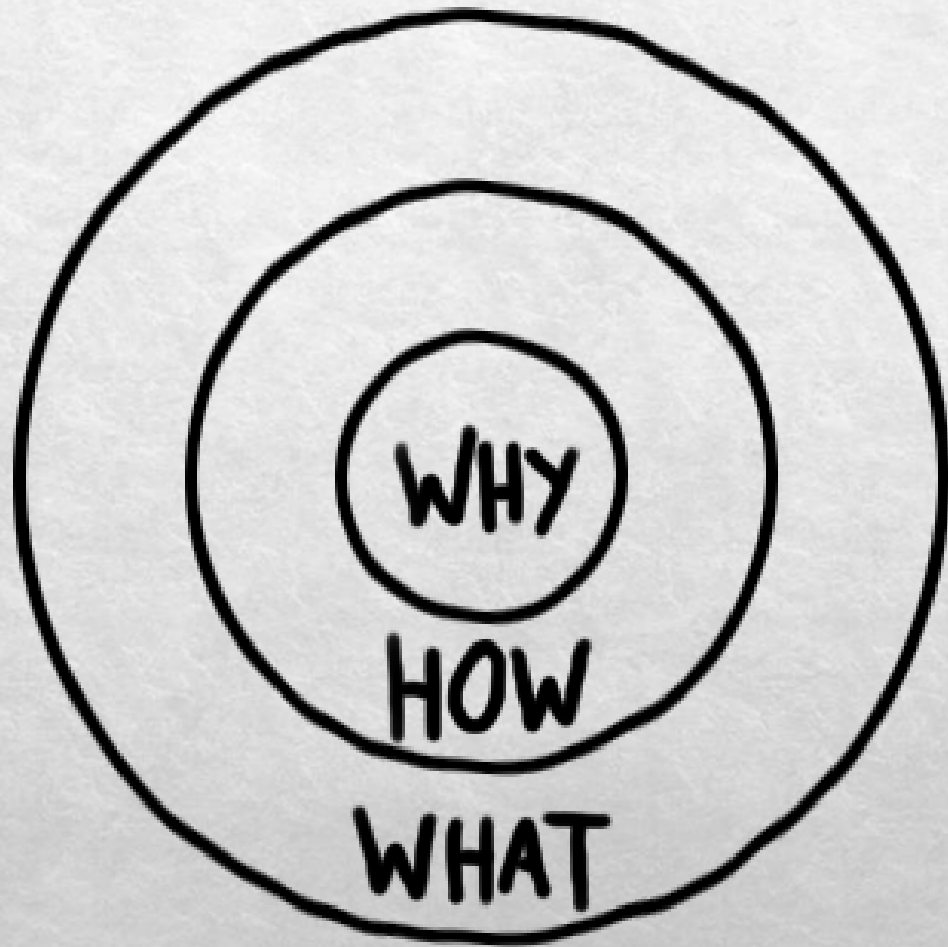
Simon Sinek

Biology Proves It

Gut Decisions

Vs

Rational Decisions

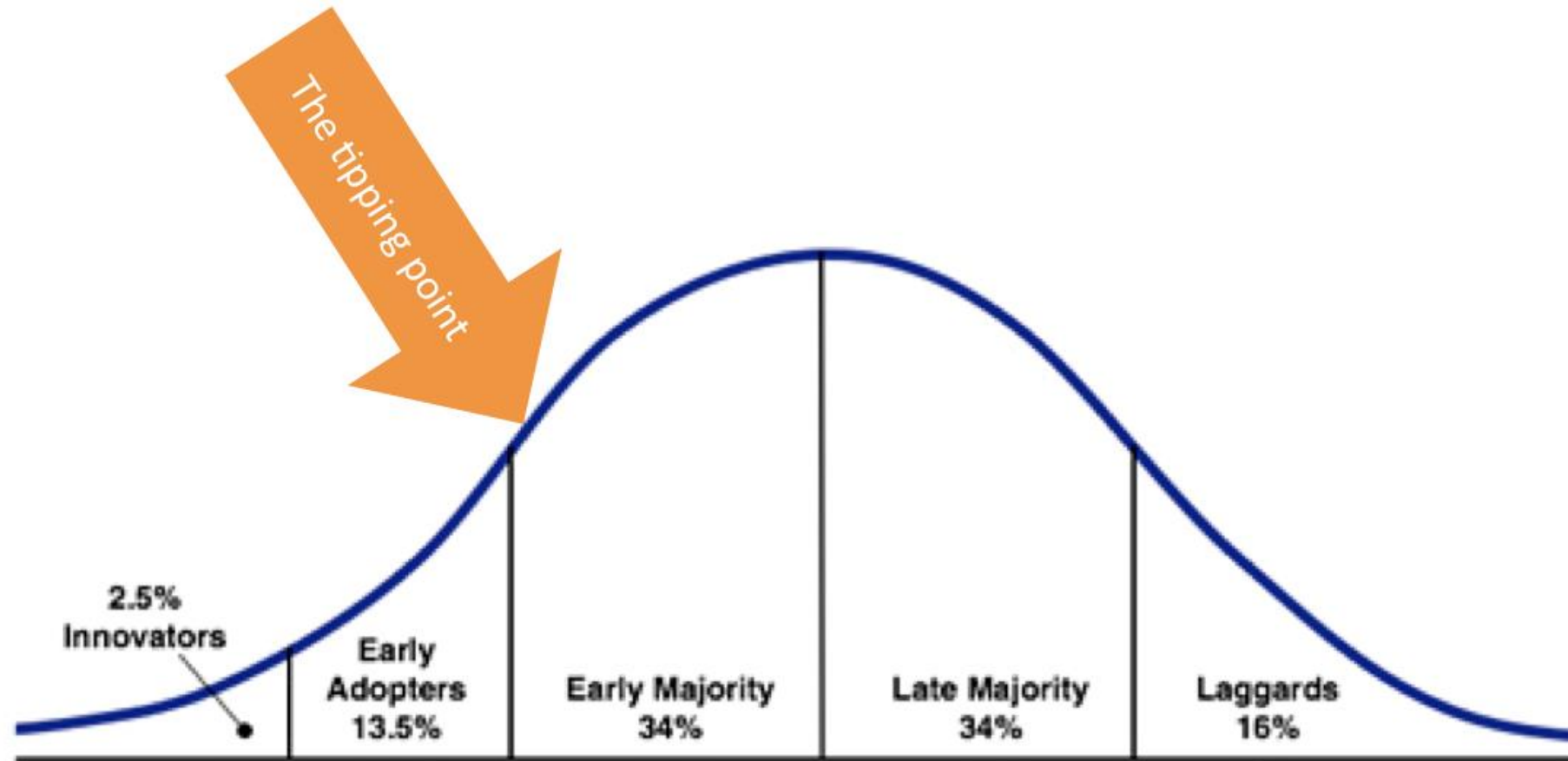


Numbers Prove It

The stock price of **well-led** companies grew by over **900%** over 10 years, compared with **74%** of **poorly led** companies.

Science Proves It

The law of diffusion of innovation



Balanced Golden Circle

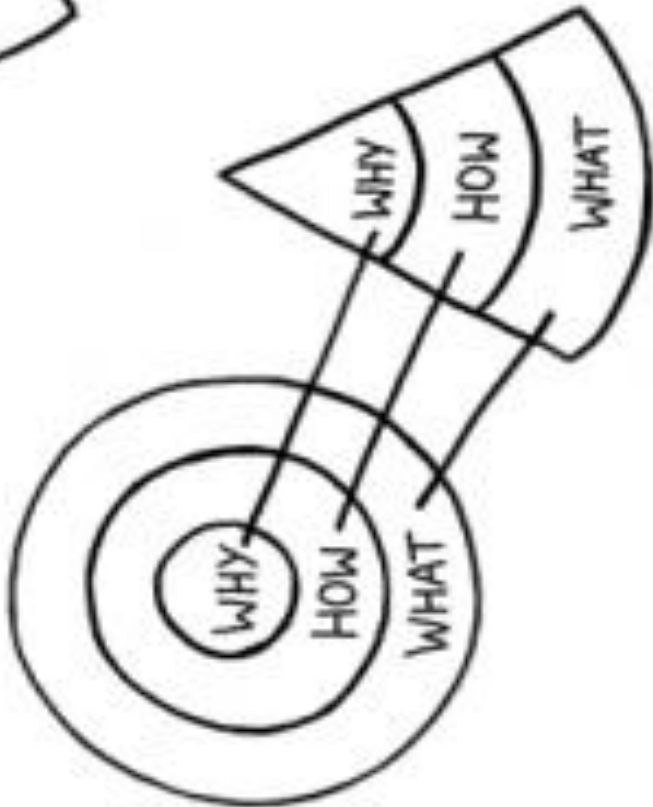
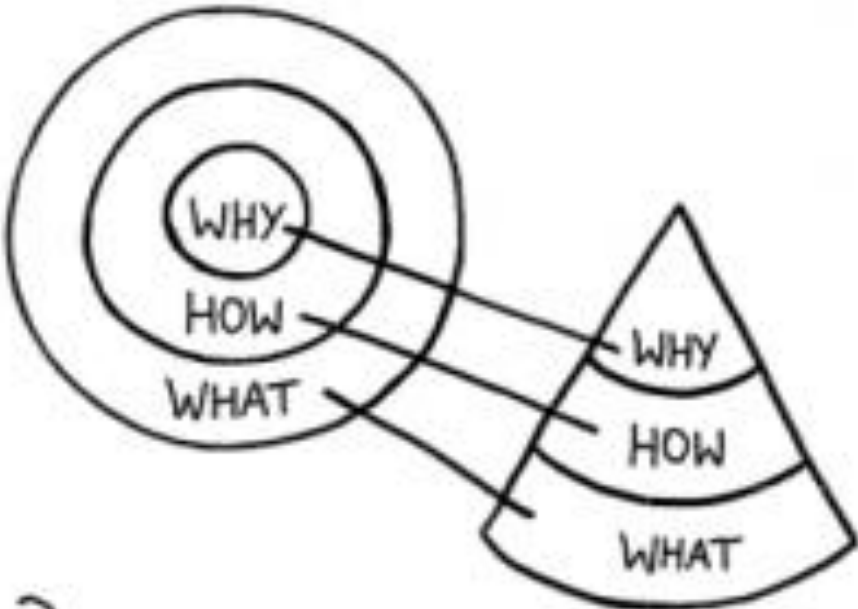


BE

Transparent in WHY

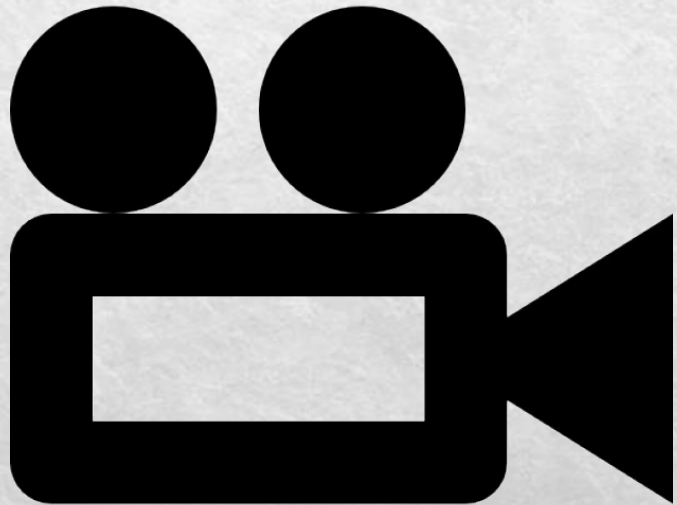
Disciplined in HOW

Consistent in What



“Leadership is a journey, not a destination. It is a marathon not a sprint. It is a process not an outcome.”

Click to watch the video



Be the Change

Better Together.

