

# I N T R O D U C T I O N

*“We exist to help leaders create cultures where everyone can thrive”*

Marshall Diggs – Growth Culture

# I N T R O D U C T I O N

*“Only three things happen naturally in an organisation: friction, confusion and underperformance; Everything else require [you] leadership”.*

Peter Drucker

*Not Everything Counts...*  
BUT Everything Matters!





*Not Everything Counts...*  
**BUT Everything Matters!**



**Qu: Is the right thing at the wrong time right or wrong?**



*‘There is a TIME for everything and a season  
for every activity under the sun’.*

Ancient Proverb





*Not Everything Counts...*  
BUT Everything Matters!



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# JUST DO IT.

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BUT Everything Matters!

*Marshall Diggs*  
Leadership



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- Clock
- Solar System
- Seasons
- Tides
- Procreation

[TIME for Everything]





**Colonel Harland Sanders**  
**Predictable Success [Les McKeown]**

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- Over Anticipation
- Hesitation
- Activation

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# **CHANGE.**

But start slowly, because  
direction is more important  
than speed.

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Leadership

# Adoption Theory

Relationship	Power	Validity (Theory + Data)	Consensus	Action Plan	Incentive	Resourcing	=	<b>CHANGE</b>
	Power	Validity (Theory + Data)	Consensus	Action Plan	Incentive	Resourcing	=	<b>False Start</b>
Relationship		Validity (Theory + Data)	Consensus	Action Plan	Incentive	Resourcing	=	<b>Distraction</b>
Relationship	Power		Consensus	Action Plan	Incentive	Resourcing	=	<b>Resistance</b>
Relationship	Power	Validity (Theory + Data)		Action Plan	Incentive	Resourcing	=	<b>Division</b>
Relationship	Power	Validity (Theory + Data)	Consensus		Incentive	Resourcing	=	<b>Anxiety</b>
Relationship	Power	Validity (Theory + Data)	Consensus	Action Plan		Resourcing	=	<b>Slow Progress</b>
Relationship	Power	Validity (Theory + Data)	Consensus	Action Plan	Incentive		=	<b>Frustration</b>





**NOT EVERYTHING COUNTS...**  
**BUT EVERYTHING MATTERS!**

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Leadership

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# TRUST

## Matters

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## **TRUST** Matters



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# HUMILITY

## Matters

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## **HUMILITY** Matters



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# WORK ETHIC

## Matters

! *Learn to discern the difference between being busy and productive.*



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## **WORK ETHIC** Matters



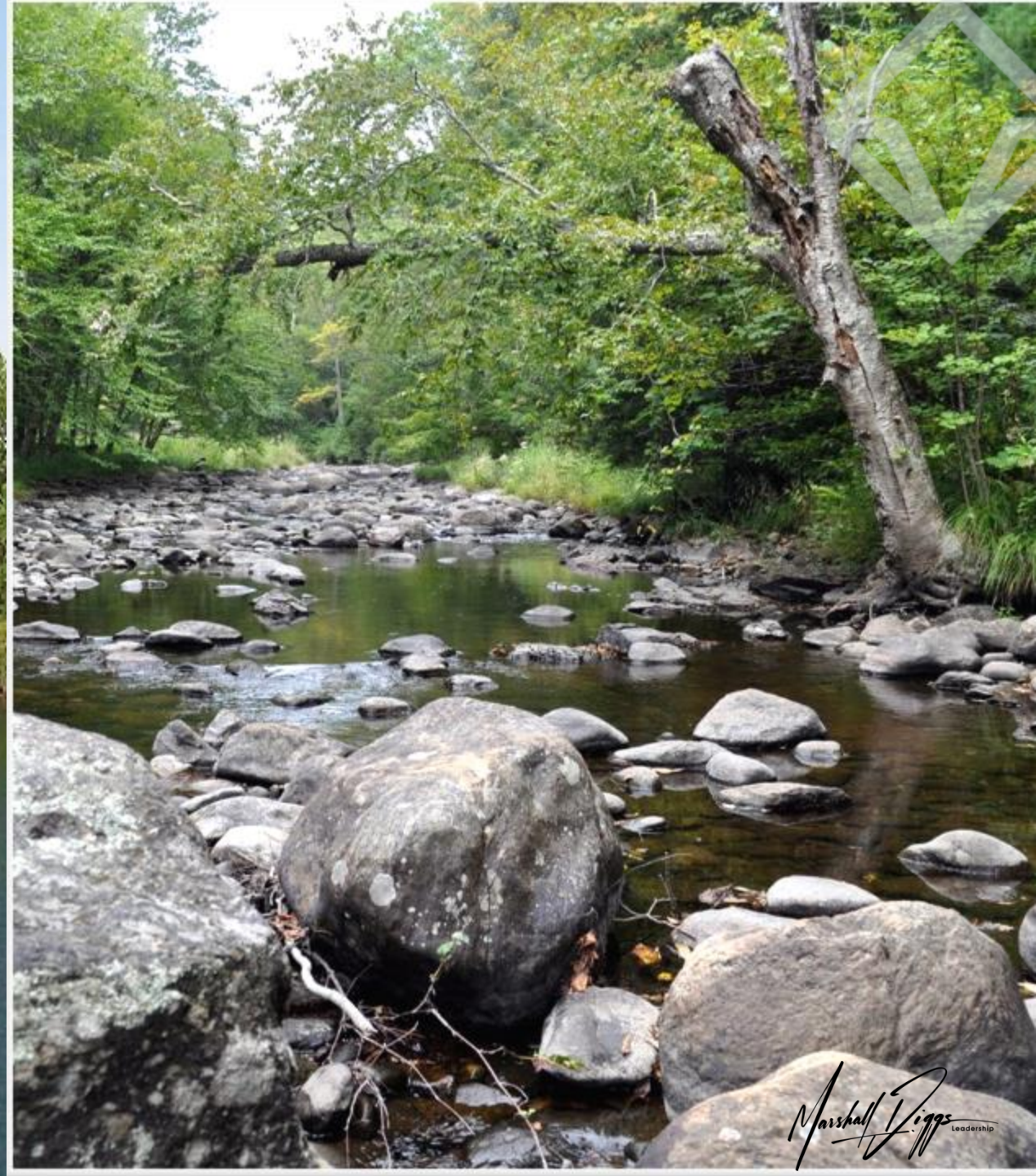
*Not Everything Counts...*  
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# EQ Matters





NOT EVERYTHING COUNTS...  
BUT EVERYTHING MATTERS!



*Marshall Diggs*  
Leadership



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*“A sunny disposition is worth more than fortune.  
Young people should know that it can be cultivated;  
that the mind like the body can be moved from the shadows into  
the sunshine”*

*Andrew Carnegie*  
*Pennsylvania Railways*

*Marshall Diggs*  
Leadership

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## EQ Matters

### **Emotional Intelligence:**

- Self awareness
- Self regulation
- Motivation
- Empathy
- **Social skills (other awareness)**

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# COMMUNICATION

## Matters



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## COMMUNICATION Matters



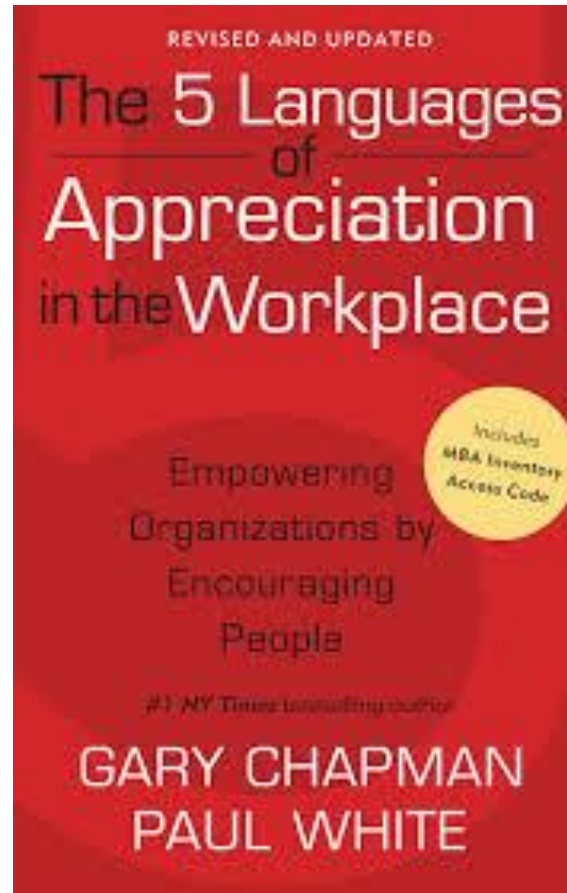
*Not Everything Counts...*  
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## **COMMUNICATION** Matters



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## COMMUNICATION Matters



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# **PRIORITIES**

## **Matters**



# PRIORITIES Matters



“Two NOT three”

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# AUTHENTICITY

## Matters

# Reflection Time

1. **Trust**
2. **Humility**
3. **Work Ethic**
4. **EQ**
5. **Communication**
6. **Priorities**
7. **Personal Growth**
8. **Authenticity**

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