

Gagen
MacDonald
Presents

LET GO & LEAD

LEADERSHIP DISCUSSION GUIDE



CONNECTING TO PURPOSE & MEANING



Perspectives from Starbucks CEO
HOWARD SCHULTZ

Ideas for Application

In conjunction with the video clips from the conversation with Howard at letgoandlead.com, you can use this guide to spark thinking on leaders' role in:

- Vision articulation
- Corporate sustainability and responsibility
- Corporate reputation and positioning
- Digital media strategy
- Employee engagement

Instructions

This guide was developed to complement the Let Go & Lead™ interview with Howard Schultz and encourage learning on the individual, team, and organizational level.

- Use the Questions for Individual Reflection for yourself or as pre-work before your team comes together for the Group Exercise.
- The Group Exercise can be tailored to the needs of your organization and team, but is meant to encourage deep conversation around new ways of thinking about and acting on leadership.

Questions for Individual Reflection

On Authenticity

In what ways do you show up to work as your authentic self (in other words, in what ways do you show up consistently at work and at home)? What internal values guide your behavior? In what ways could you be even more consistent? How do you believe these changes would benefit your employees and the organization?

On The New Rules of Engagement

How have you embraced social and digital media? What are your fears or limiting beliefs in terms of how you are adopting social media in your work life?

On Leadership

How do you define leadership? What does “let go and lead” mean to you?

On the New Dynamics of Trust

How do you build trust as an individual? How do you create an environment that encourages feedback and enables you to grow as a person? How can you apply these actions to building trust within your organization?

On Irresistible Ideas

How do our products or services connect to human emotion?

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Group Exercise

1. Select a topic to discuss based on one of the five video clips:
 - Authenticity
 - Leadership
 - Irresistible Ideas
 - The New Dynamics of Trust
 - The New Rules of Engagement
2. Play the relevant video for your team.
3. Open the discussion by asking, “What resonated with you?”
4. Use the following questions, as appropriate, to deepen the conversation:
 - **On Authenticity:** How can being more authentic at work help us as leaders? In what ways can we create an environment that encourages employees to “be who they truly are?”
 - **On The New Rules of Engagement:** Are we viewed as a trusted source of information? How can social media help our business stay relevant? How are we letting go of control and creating the right environment for collaboration? What can we do better?
 - **On Leadership:** How do we define good leadership at our company? Do we approach leadership as a team sport? How could this approach benefit us?
 - **On the New Dynamics of Trust:** What would be the benefit of building more trust among leaders, employees and customers? How can we continue to build trust among these stakeholders?
 - **On Irresistible Ideas:** What is our irresistible idea? How does our value proposition connect to a human emotion in a way that delivers benefits to our business?

Track the conversation on a white board or flip chart paper.

5. Ask your team to break into pairs. Each pair selects the idea they believe is the most viable and business critical. Then ask them to identify how they might begin implementation.
6. Come back together as a larger group and debrief ideas.
7. Summarize the conversation and come to an agreement on next steps.

How to Take This Further

Now that you’ve explored the lessons from Howard Schultz’s interview from the perspectives of your own personal leadership and your team, take some time to consider the implications for your business...

- Are we “walking the talk” in terms of our values and brand promise? How can we be more authentic as a company?
- What are the organizational enablers and barriers to leading authentically (consider: values, guiding behaviors, business strategy, culture, etc.)? How do we build on the enablers and remove the barriers?

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About Let Go & Lead

letgoandlead.com

Let Go & Lead is an online project to explore leadership in the 21st Century. Maril MacDonald, CEO of Gagen MacDonald, has engaged thought leaders from different walks of life for conversations on what it means to “let go” and lead people to create meaningful, sustainable change. Video highlights from each conversation are posted for you to view and share your comments and perspective.

Most of all, Let Go & Lead is a community. It is a celebration of diversity and a genuine embrace of different points of view in an attempt to come to an unprecedented understanding of how the most powerful ideas come to life within the most complex environments and systems.

About Gagen MacDonald

gagenmacdonald.com

Gagen MacDonald is a firm founded on a big idea: We want to make the world a better place, transforming one company at a time.

Since 51 of the world’s 100 largest economies are corporations (not countries, as one might expect), it’s a worthy pursuit. We help clients find ways to bring their employees’ passions, talents and sense of purpose to bear on the business strategy. Working collaboratively from the corporate office to the front line, we use an organization’s brand, culture, vision and history to motivate and align employees behind accomplishing meaningful and sustainable results.

Want to learn more about how Gagen MacDonald can help develop and align your leadership team to inspire exceptional performance?



Our team has extensive and proven experience helping companies develop leaders, engage employees and build high-performance cultures that support the business strategy. Contact Meg Wheaton for more information on how Gagen MacDonald can help you.

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