1 Tyrants & Thugs
3 Process & Procedure
Indecisive or Unavailable
DNA Sequencing
$10mm ➤ $199
50,000x in 9 yrs

Sensors
$20,000 ➤ $79
800x in 7 yrs

3D Printers
$40,000 ➤ $199
200x in 9 yrs
Years to reach $1b market cap

- Typical Fortune 500: 20 years
- Google: 8 years
- Facebook: 5 years
- Tesla: 4 years
- Uber: 2 years
- WhatsApp: 2 years
- Snapchat: 22 million years
- Oculus Rift: 14 million years
Average company lifespan on S&P Index in years (rolling 7-year average)

Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor’s

61 Years

15 Years

Projections based on current data
Leader’s Value = Team Contribution
Team > Individuals
Teams = Collection of Individuals
Know what you’re going to grow
Know why you exist as an organization
All the great leaders and organisations communicate the same way...

START WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

It's the world's simplest idea

The golden circle

Your purpose

(not profit)

Your cause

Your belief

Why should anyone care?

Few people or organisations know WHY they do what they do.

We know how we do it

Martin Luther King

Inspired leaders and organisations communicate from the inside out

It links directly to how our brain works

Law of diffusion of innovation

DO BUSINESS WITH PEOPLE WHO BELIEVE WHAT YOU BELIEVE

I believe

by www.lynnecazaly.com
Poll: What is the purpose of your organization? Why do you exist?
Micro > Macro
What do you do at KPMG?

WE CELEBRATE TEAMWORK.

When ORACLE TEAM USA needed a winning tax and consulting advisor to join their crew, they turned to KPMG for tax compliance services that helped lead them to an America's Cup victory.

KPMG. We're here for a purpose.

DEBBIE MESEMER
DOUG SUNEFORTH
ERIC HOWELL
MICHELLE CUTLER

Inspire confidence. Empower change.
I feel the work I do makes an impact (not "just a job")

I am inspired and encouraged to strive for continuous improvement and to take my performance to the next level

KPMG is a great place to work

I am proud to work for KPMG

I rarely think about looking for a new job
Know why you exist as a team
We exist because . . .
Poll: What is the purpose of your team?
Why are you here?
Whom does your team serve?

accounting across afford agricultural airline american analysts area banks
business certain chaos clients clinical
communications communities company consumers
customers data delivery dentists deploying
development directors disasters division domestic employees
development end end-users engineers entities equipment everyone executives facilitate
development families financial first franchisees generation helping homeowners hospitals
development inmates insurance insured integrating interested internal licensing
lived local management managers manufacturers marketing
merchandise middle military most office operational ops organizations
other partners patients people pilots plant portfolio presentation
other partners product professionals program providers public reality representatives
other partners responders responsible retailers risk scrum service services software solutions
teams special stockholders student subway sworn testing themselves
users ultimately unemployment units vehicles websites within workers
In 2 or 3 words, what do you want to hear your clients say about working with your team?

accommodating accurate always amazing attentive awesome
behind both bunch business challenging collaborative communication confusing cooperative cowboys creative current dedicated delivers difference difficult
easy easygoing effective efficient effort engaging enjoyable exciting
exhausting expect fantastic following fractured frustrating fun
great hassle helpful innovative inspiring interesting knowledgeable love makes need nerds nice nirvana open-minded painful practical prescriptive priorities productive professional progress prompt receptive refreshing responds responsive results rewarding roadblocks
serious slow smart sometimes speed supportive talented
things time track trust understands uplifting valuable valued working
Create your team’s sharable purpose
In 2 or 3 words, what do you want your team members to think about working on your team?

ability accommodating aggressive always apathy available awesome awkward backs
blessed bored challenging change
collaborative company confused corporate difference
differentiating disorganized drudgery efficient empowered energizing
engaging enjoyable exciting family fast fortunate fractured
freedom friends frustrated frustration fulfilling fullfilled
fun great happen happy heavy indecisive innovative
interesting invested layers learning love making manager mentor
nimble overwhelmed previous priorities process productive recognized respectful
responsive rewarding right sameol sameol shifting special stressful
supportive tedious than thier too uncohesive uninspired visionless work
Update your team’s sharable purpose
Engage

Act

Expect
Expect
Principles about Setting Expectations
Plant with care

Principles about Setting Expectations
Hire wisely
Know what you want
Wait for the best
Choose what’s hard to train
Look for fit
Hire something special
Fertilize immediately
Clarity of expectations (Indoctrination)
Have a plan
Explain the vision
Build support
Stay closer than close
Assign one big thing
Admit hiring mistakes
Engage

Act

Expect
Act

Principles about Growth & Change
Work the fields
Encourage good habits
Collaboration
Accept discussion
Celebrate
Declare delegation level
Demonstrate transparency
Always the purpose

Good Habits

Act

Principles about Growth & Change
Care for your plants
Give gifts often
(frequent guidance)
Be specific
Be timely
Tie to expectations
Set an example
Sharing is caring

Fast feedback

Act

Principles about Growth & Change
Engage

Expect

Act
Engage

Expect

Act

Safety
Engage

Expect

Act

Trust

Overcome Challenges
Engage

Expect

Act

Deliver

Trust
Engage

Expect

Act

Trust

Positive Environment
References
All links check for accuracy July 2016


• Richard Foster, “Creative Destruction Whips through Corporate America,” Innosight Executive Briefing Winter 2012.

Simple Steps for Leading Great Teams

Engage

Expect

Act

Jeffrey Davidson
July 18, 2016
@JeffreyGoodReq #Agile2016