

HERDING TIGERS



HELLO,

MY BRILLIANT FRIENDS!

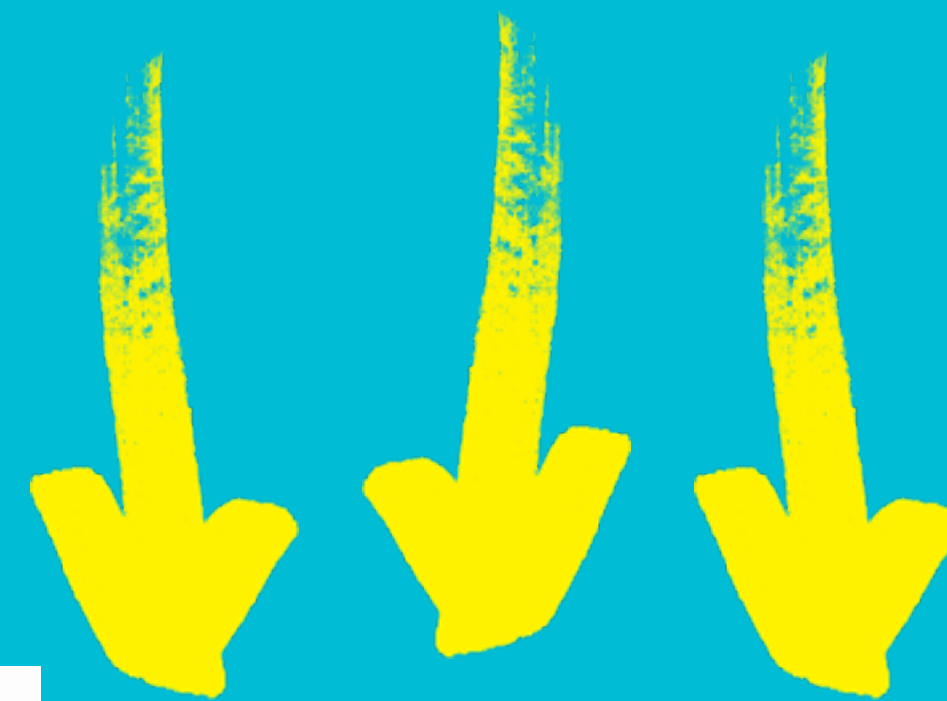
(I'M TODD HENRY)

HERDING
TIGERS



CREATIVITY+ INNOVATION

**PRESSURE
DOWN**



“MIDDLE”

**PRESSURE
UP**



EVERYONE WANTS TO BE
THE LEADER, BUT FAR
FEWER ARE WILLING TO
ACTUALLY LEAD.

A GOOD LEADER OF CREATIVE PEOPLE...

**ACCOMPLISHES THE WORK
WHILE DEVELOPING THE TEAM
TO TACKLE NEW AND MORE
CHALLENGING WORK.**

*HERDING
TIGERS*

PROLIFIC

+ BRILLIANT

+ HEALTHY

PROLIFIC

+ BRILLIANT

- HEALTHY

= FRIED

HEALTHY +

BRILLIANT

- PROLIFIC

= UNRELIABLE

PROLIFIC

+ HEALTHY

- BRILLIANT

= FIRED

PROLIFIC

+ BRILLIANT

+ HEALTHY

STABILITY

CLARITY + PROTECTION

*HERDING
TIGERS*

CHALLENGE

PERMISSION + FAITH

CHALLENGE

ANGRY



STABILITY

LOST

STUCK

HERDING
TIGERS

EARN THE RIGHT

NEVER ASSUME THEY'RE WITH YOU

*HERDING
TIGERS*

WHY SHOULD PEOPLE
FOLLOW YOU? *

* Not a trick question

HERDING
TIGERS

THINK ABOUT A
LEADER...

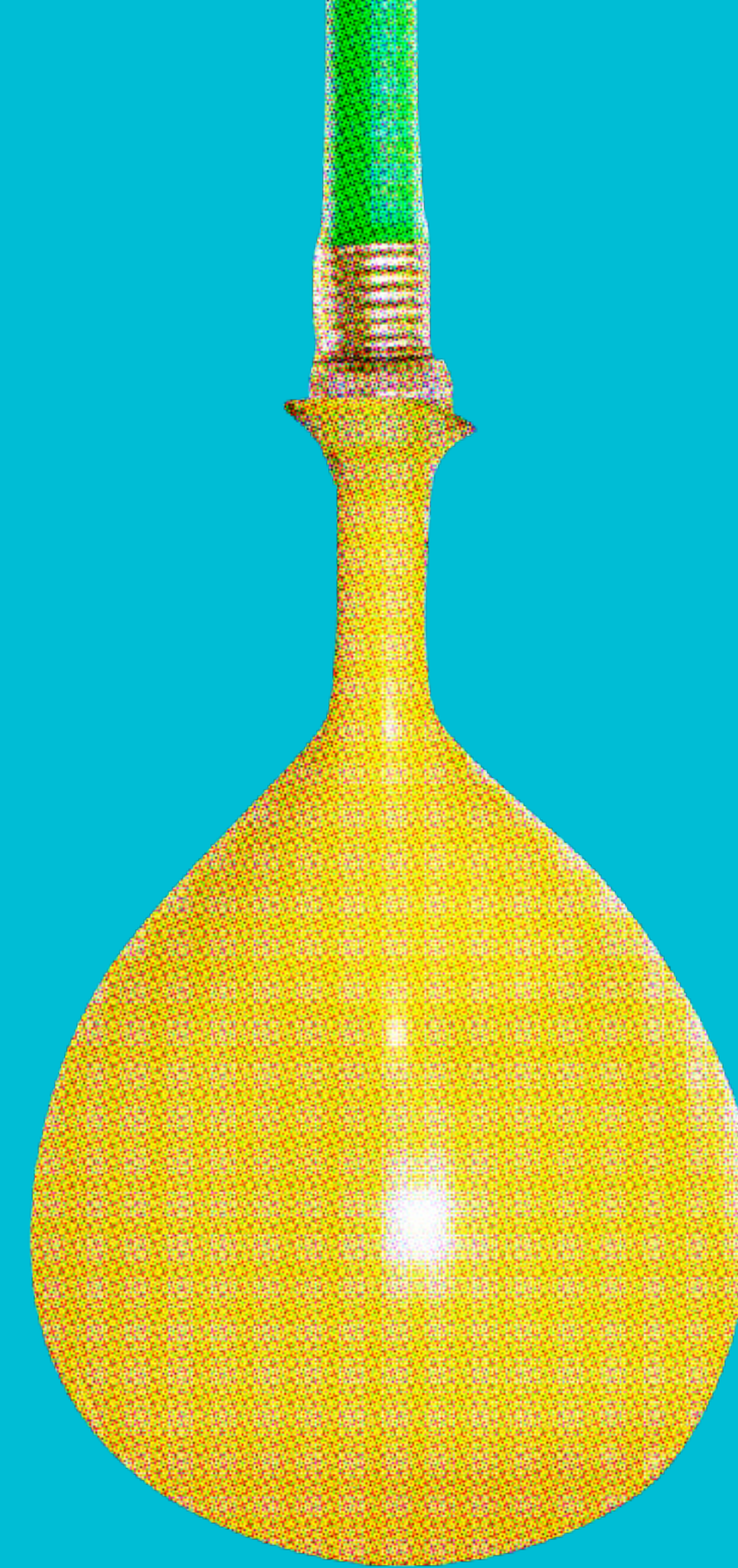
TRUST

TRUST IS THE
CURRENCY OF
CREATIVE TEAMS



BANK ACCOUNT

VS.



WATER BALLOON

DECLARING UNDECLARABLES
BEING A SUPERHERO

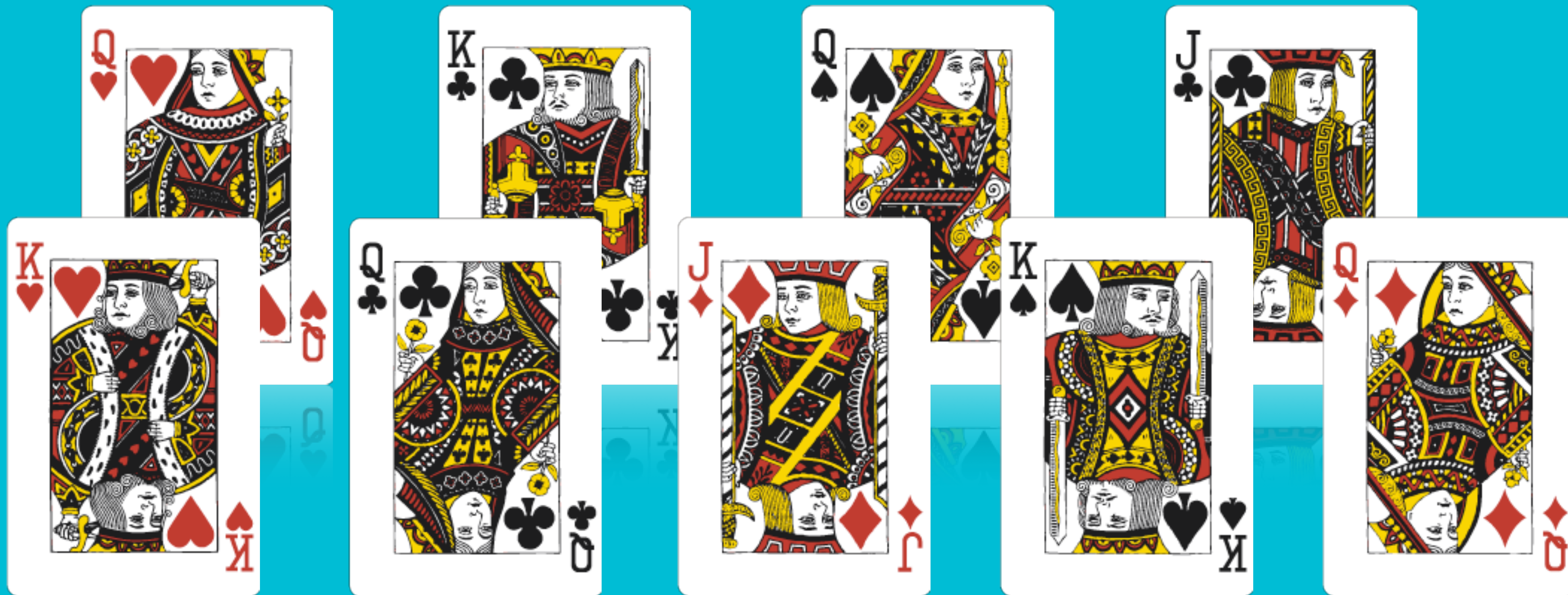
YOUR GREATEST
POTENTIAL TO CAUSE
DAMAGE AS A LEADER IS
DIRECTLY TIED TO YOUR
BIGGEST INSECURITY.

LOOSEN YOUR GRIP

**A MESSAGE FOR CONTROL FREAKS
(LIKE ME)**









TEAM



BIG WIGS



*HERDING
TIGERS*

INFLUENCE
(PRINCIPLE)

VS.

CONTROL
(PRESENCE)

**ESTABLISH
YOUR P.O.V.**

LEADERSHIP PHILOSOPHY

“**SIMPLE**, CLEAR PURPOSE AND PRINCIPLES GIVE RISE TO COMPLEX AND INTELLIGENT BEHAVIOR. **COMPLEX** RULES AND REGULATIONS GIVE RISE TO SIMPLE AND STUPID BEHAVIOR.”

– DEE HOCK

HERDING
TIGERS

WHAT'S YOUR PHILOSOPHY?

QUALITY OF WORK

RISK & FAILURE

THE RIGHT IDEA

CREDIT

CONFLICT

OPPORTUNITY



THEIR EXPERIENCE OF
YOU IS THEIR EXPERIENCE
OF THE ORGANIZATION

GHOST

RULES

GHOST RULES:

QUALITY OF WORK

RISK & FAILURE

THE RIGHT IDEA

CREDIT

CONFLICT

OPPORTUNITY



**DEFEND
THEIR SPACE**

FREEDOM FIGHTING FOR FUN AND PROFIT

FOCUS

ASSETS

TIME

ENERGY

UNNECESSARY
COMPLEXITY

$$1 + 1 = [(27/3) \div 3] - 1$$

EXPECTATION

ESCALATION



STAND IN THE GAP



ATTENTION

+



TIME

ATTENTION

STOP RE-LITIGATING

STOP COPYING

**LIMIT THE PROJECT
HORIZON**

**NECESSARY MEETINGS,
NECESSARY PEOPLE**

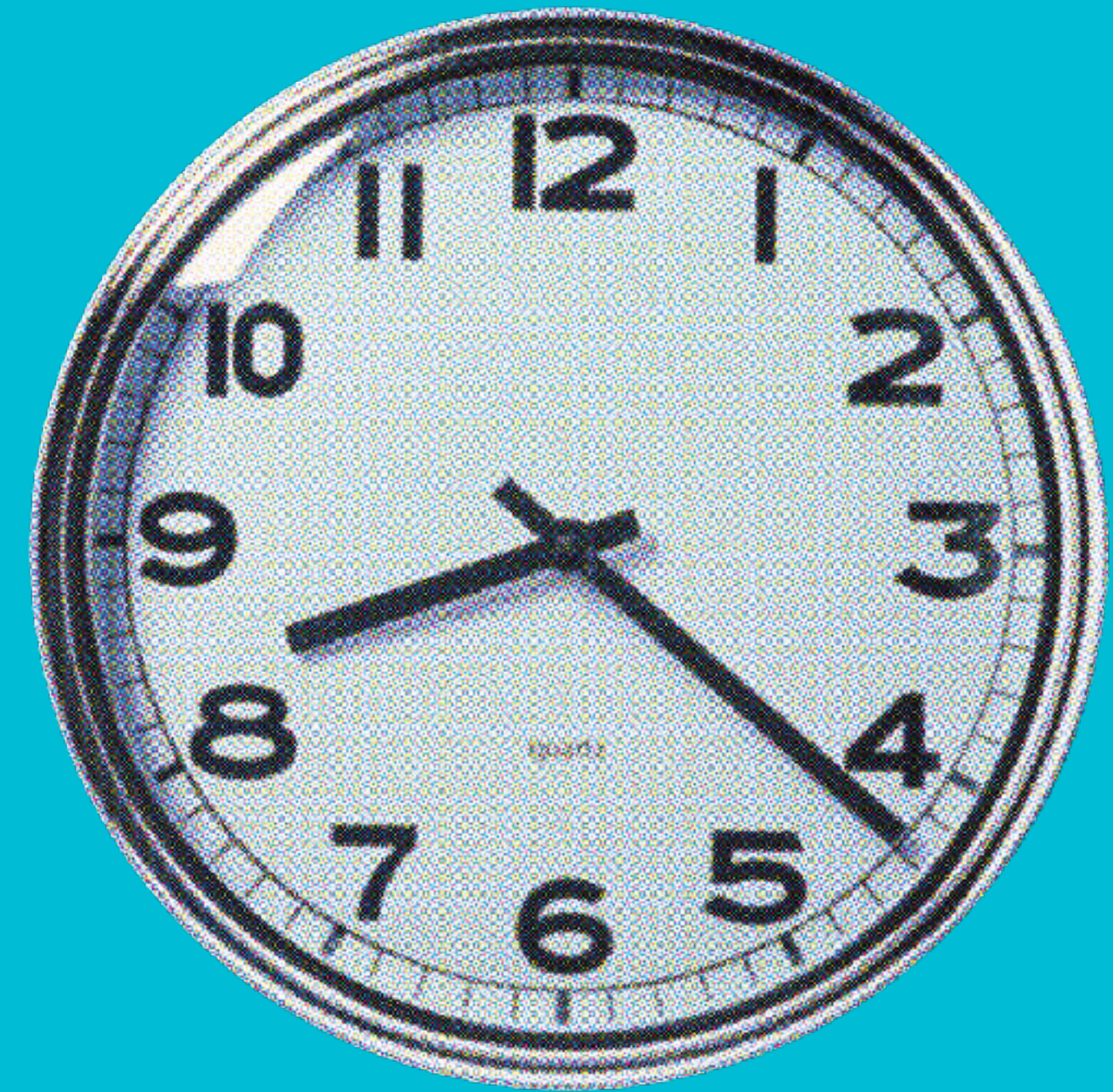


TIME

BUILD BUFFERS

ESTABLISH A “NO
FLY ZONE”

HAVE A “BREAK THE
GLASS” STRATEGY



TAKE CARE OF #1

AS GOES THE LEADER...

THE LEADER IS THE CHIEF
DOT-CONNECTOR

IF YOU ARE NOT INSPIRED,
YOU CANNOT INSPIRE

HERDING
TIGERS

DOT CONNECTION

FILL YOUR WELL

EMOTIONAL WELL-BEING

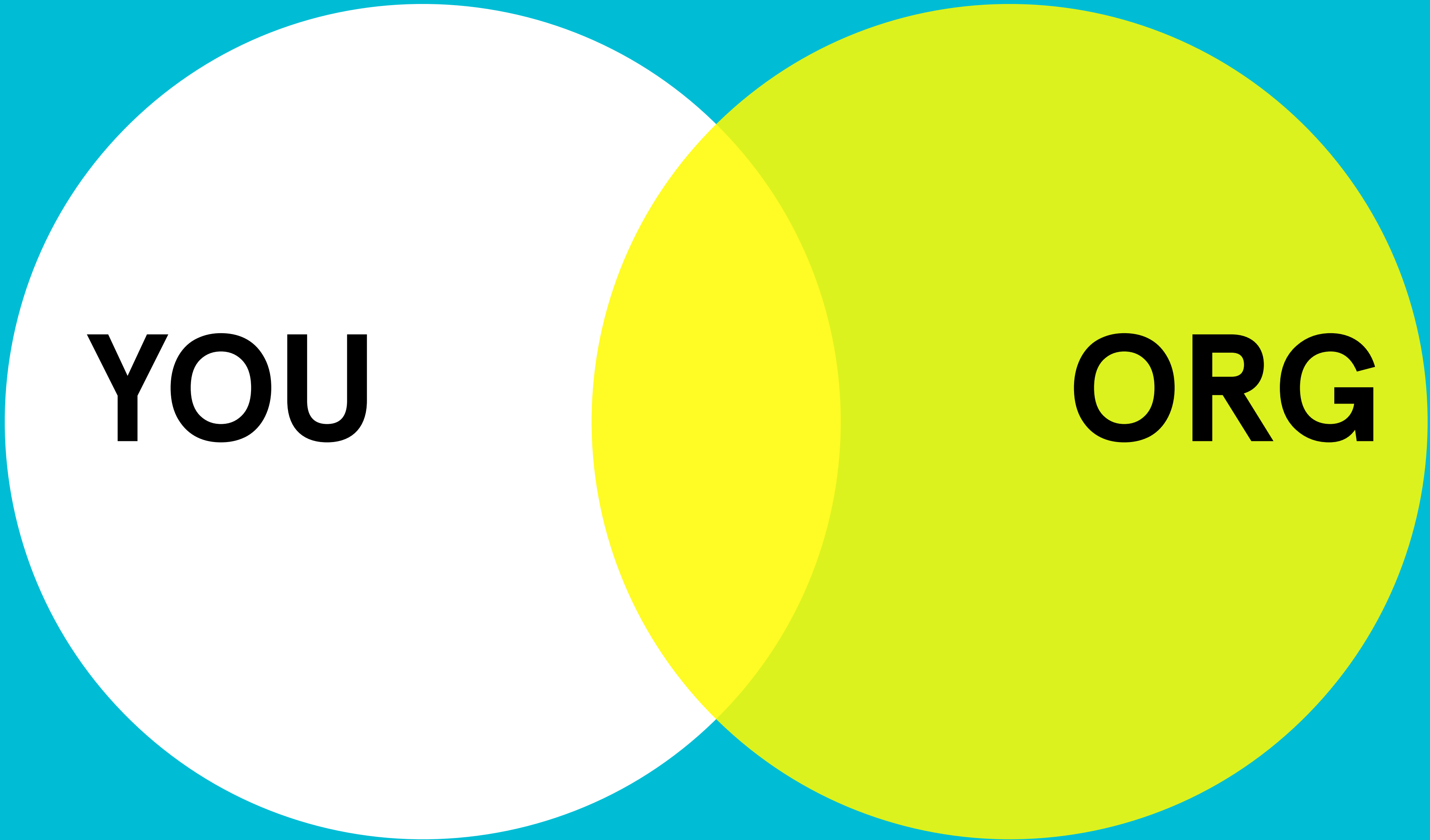
“SECRET WORK”

INTUITION

BE UNREACHABLE (SOMETIMES)



HERDING
TIGERS



YOU

ORG

“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot take time to be **TRUE TO THEMSELVES**. And when the madness is upon them, they argue that their very haste is a species of integrity.”

THOMAS MERTON

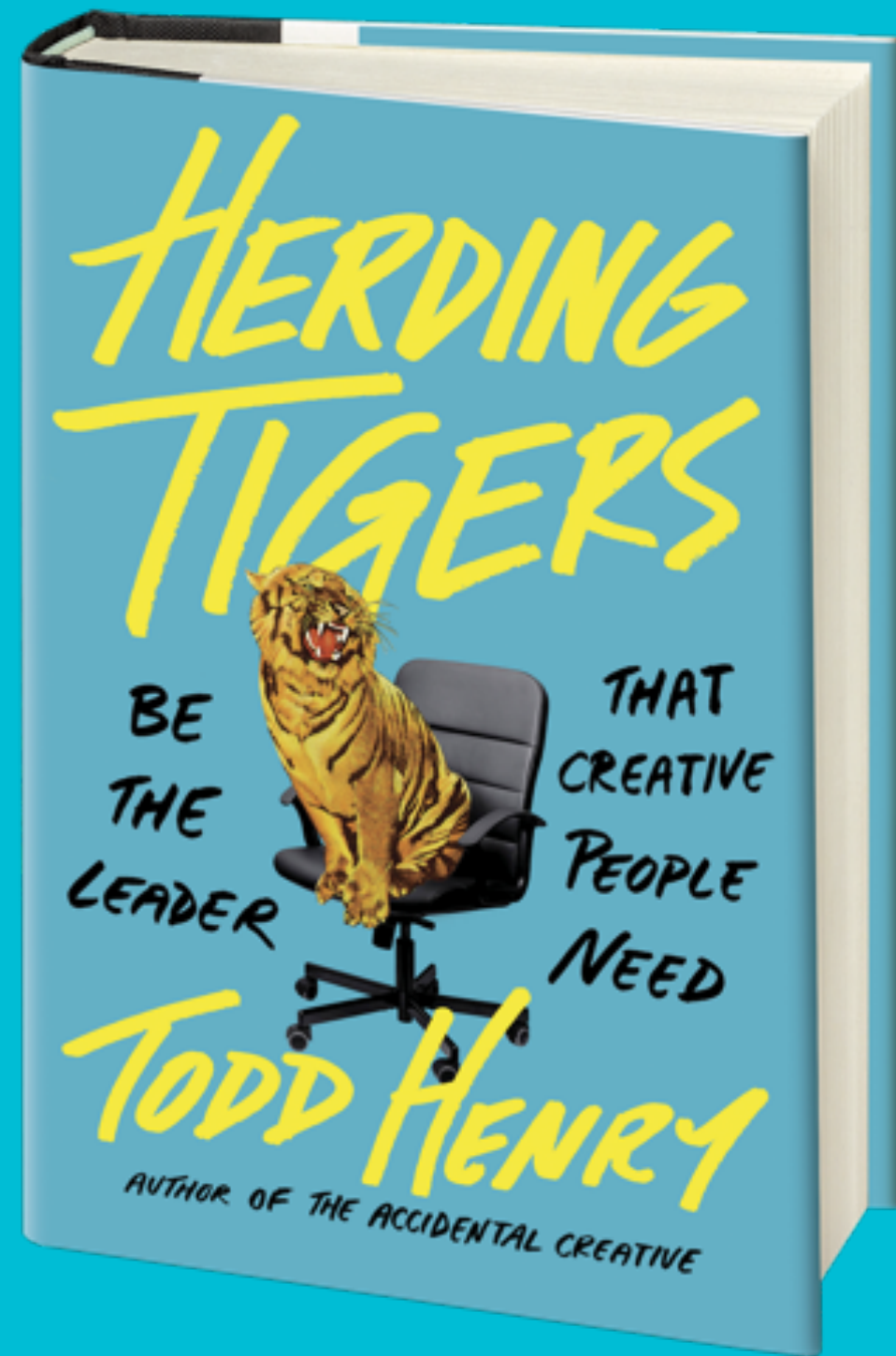
THOMAS MERTON

HOW WILL YOU DEFINE
SUCCESS?

OUR LEGACY IS NOT THE WORK,
IT'S THE **PEOPLE**

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BE A LEADER
WHO MAKES
ECHOES



THANK YOU
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