



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me
- I care – I want you to succeed!



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook



Today's Topic:

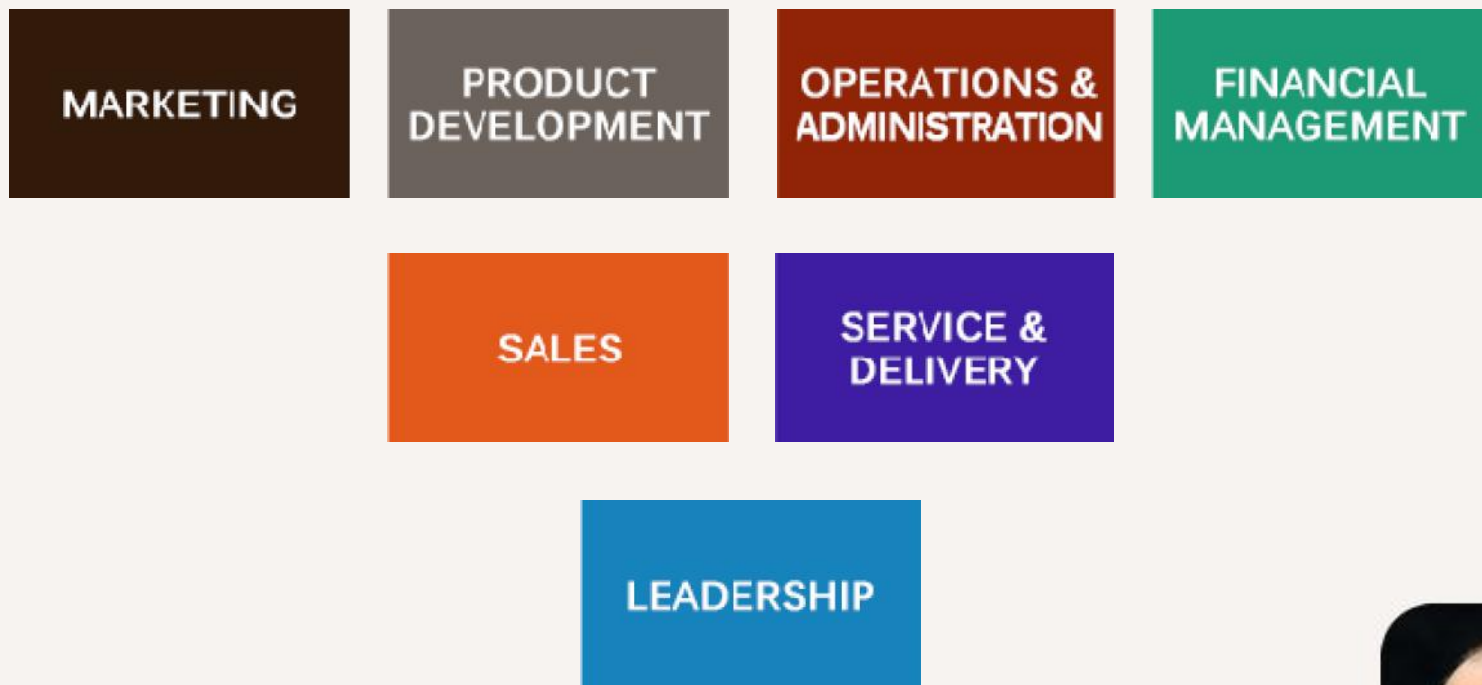
Being the Big Chief – Excellence in Tribal Leadership

Based on the book *Tribal Leadership –
Leveraging Natural Groups to Build a Thriving
Organization*

by Dave Logan, John King, and
Halee Fischer-Wright (2008)



The Key Performance Areas



The Key Performance Areas



Agenda

- Tribes
- The Cultural Stages
- Triads
- The Bottom Line



What is a Tribe?

- Group of 20-150 people who know each other
- Large companies are “tribes of tribes”
- Language + behavior + relationship structures
- Tribes usually have several cultural stages at the same time
- “Birds fly, fish school, people tribe”



Why Care?

- Company Goals: Better performance, better service, higher rewards, fewer sick days, etc.
- You are only as capable as your tribe
- Culture is the solution
- My definition: a manager achieves greatness through the efforts of others
- “Teamwork makes the dream work”



Focus

- Tribal leadership focuses on language and behavior within a culture (observable and recordable)
- Not focused on beliefs (the inner game)
- Focus is on what people say and what people do
- It is “outside in” as opposed to “inside out”



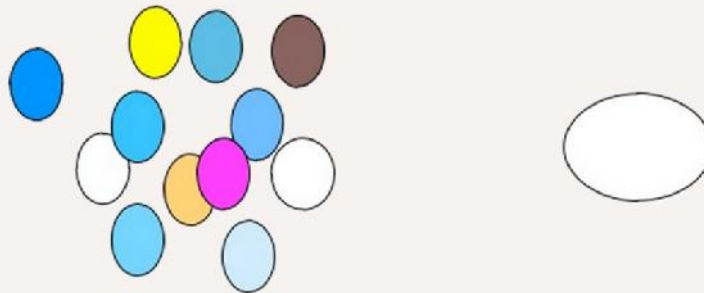
The Five Stages

- Each cultural stage has its own way of speaking and behaving
- Tribal leaders:
 - Determine the stage(s) of their tribe
 - Focus on updating language and behaviors
 - Change the language of the tribe, and you change the stage of the tribe
 - Great focus on values and a noble cause

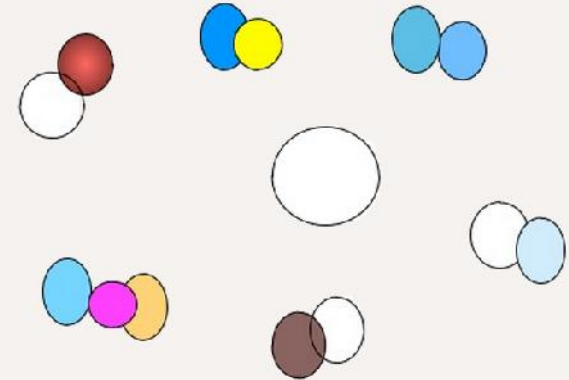


Stage 1: Life Sucks!

- Language: negative, critical, despairing
- Behavior: hostility or withdrawn. Focus is on survival.
- 2% of organizations
- Moving upward: help them see that not everybody's life sucks.



Stage 2: My Life Sucks

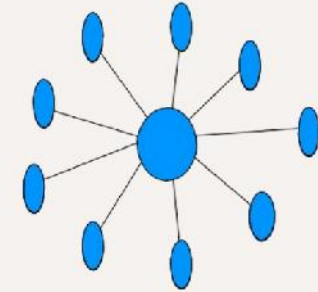


- Language: can't, won't, give up, quit, why try
- Behavior: apathy, victim, separation
- They see that other people's lives are working, but theirs isn't
- 25% of organizations
- Moving upward: get a mentor who is at stage 3 and can believe in them
- Focus on quick successes



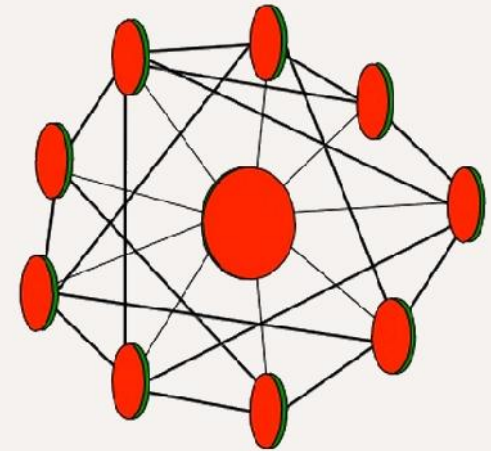
Stage 3: I'm Great (and You're Not!)

- Language: I, me, mine
- Behavior: lone warrior
- People try to “one-up” each other, put each other down, often humorously
- Medicine, law, academia, individual sports
- Aka: the wild, wild, west
- 48% of organizations
- Moving upwards: team building activities



Stage 4: We're Great (and They're Not)

- Language: we, team, they
- Behavior: tribal pride
- Putting down the other guys as a team sport
- 22% of organizations
- Moving upwards: Focus on seeing the other teams greatness, too



Stage 5: We're Great (and So Are They)

- Language: we, same, team, common goals
- Behavior: wonderment and amazement
- Rare, but becoming more common with partnerships and alliances
- 2% of organizations
- Usually only lasts as long as the competition is irrelevant

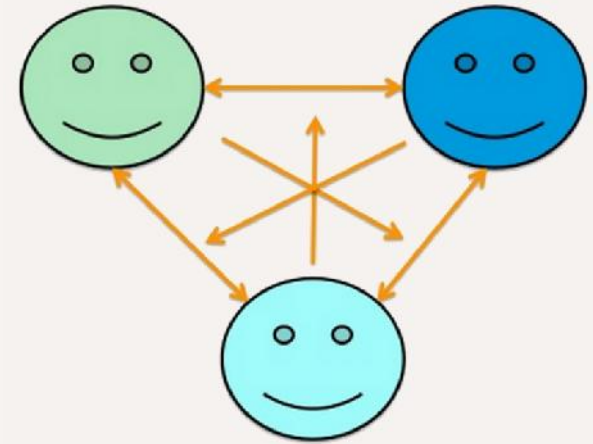


Stage Summary

Stage	Theme	Mood	View of Relationships
5	Life is Great	Innocent Benevolence	Vital
4	We're Great	Tribal Pride	Important
3	I'm Great	Ego, Arrogance	Useful
2	My Life Sucks	Separation, Insecurity	Ineffective
1	Life Sucks	Desperation, Hostility	Alienated

Triads

- Focused on maintaining and building relationships
- Smallest unit for any meeting
- Each person is focused on strengthening the relationship between the other two
- Turns the focus towards the “we”



Bottom Line

- Culture is extremely important!
- There is much you can do to improve culture
- Head towards Stage 4 (“We’re Great!”) by modifying language
- Change the “I” thinking to “We” thinking
- Focus on a personal upgrade



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Homework / Exercise

- Buy the book and read it
- Determine your tribes and the stage(s) of your tribes
- Try implementing a triad anytime there is a relationship challenge
- Get coaching and support if you are having a culture problem at your business



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Distinctions

- I don't want a lot of your money. I just want you to get the support you need, can use, and can afford
- I don't want you to jump into the deep end before you learn to swim
- I don't believe that Belief and Persistence will guarantee success



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- www.PaulHoyt.com/CEOBonus



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- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”



Next Office Hours: Sept. 1st

- Topic is: **TBD**
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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