



The HEART - A Leader's Most Valuable Asset

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Introduction:

- Thank you for choosing to lead – it is costly and you have chosen to count that cost
- My work with The Executive Committee Canada (TEC)
- MacLean Group Marketing and MacLean Sports Marketing
- Winnipeg Jets Hockey club
- Talk about the HEART of a Leader tonight
- Your heart is your deepest place of passion, purpose, conviction, commitment, identity and life
- I will talk about the 5 Qualities of a wholehearted leader

Story:

- Randy Bachman – Hockey Rock Winnipeg Style
- Pizza delivery guy who looked like Fidel Castro
- Pizza delivery guy demonstrated “heart”

Definition of Heart:

- Our heart is the deepest place of conviction, commitment, passion, purpose, identity and life
- Not about “feelings”
- What does it mean to be “half hearted”?
- What does it mean to have “lost heart”?
- What does it mean to get to the “heart of the matter”?

5 Qualities of a wholehearted leader: H.E.A.R.T.

- **H**umility
 - There is more you don't know than you know
 - Bobby Hull poem – There is No Indispensable Man
- **E**mpathy
 - Seeing through the eyes of others
 - Hearing through the ears of others
 - Feeling through the hearts of others

- o Oprah Winfrey quote
- o Henry Ford quote
- **Authenticity**
 - o Be genuine
 - o Be you – everyone else is taken
 - o In this age of global social media you cannot afford to be inauthentic – you will be found out
- **Risk**
 - o Courage – Being scared spitless but saddling up anyway
 - o Vulnerability – Howard Schultz (Starbucks) quote
 - o Failure – Henry Ford quote
- **Tenacity**
 - o Continuing to move forward in the face of opposition
 - o Rocky Balboa – it's not about how hard you can hit, but how hard you can get hit and keep moving forward. That's how winning is done.

There are only 2 ways we can lead:

- Spend others for our own benefit
- Spend ourselves for the benefit of others
- Wholehearted Leaders understand they are meant to be spent for the benefit of others

Wrap – Christmas connection

- o It's very appropriate we are talking about HEART at a Christmas gala
- o I believe that the real story of Christmas is about Jesus offering us a new heart
- o He offers us an exchange:
 - a hard heart for a heart of flesh
 - a broken heart for a healed heart
 - a proud heart for a humble heart
 - an angry heart for a kind heart
 - a passive heart for a passionate heart
 - a weak heart for a strong heart
- o This is a great trade opportunity
- o I made that trade many years ago – it changed the way I lead, changed my marriage, changed the way I live.
- o May we all be truly wholehearted leaders who understand the power of Humility, Empathy, Authenticity, Risk and Tenacity in our lives and that we are meant to be spent for the benefit of others
- o Thank you.