



Practical Insights to Increase Your Leadership Skills...and Grow Your Career

GC AdvantageSM Webinar
September 12, 2024



GC AdvantageSM

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Upcoming GC AdvantageSM Webinar



Artificial Intelligence: Practical Tips for Balancing Risk with Reward

Oct 30, 2024 @ 1:00 pm - 2:00 pm EDT

Questions & Answers



Submit questions to panelists at any time throughout the presentation via the Zoom **Q&A feature**.

Featured Speakers



Mike Williams

Strategic Advisor & Coach – **BarkerGilmore LLC**
Former Executive Vice President, Chief Legal Officer, and
Secretary – **Staples, Inc. and Sony Electronics, Inc.**



Shaka Johnson

Senior Vice President, General Counsel, and Secretary –
Sony Electronics, Inc.

This is a Gosling



Not To Be Confused With this Gosling



Why a Gosling?

- Leadership is not a natural trait.
- It is a skill that one learns and hones.
- Leading takes work.



Why Do You Lead?

1. It is my job
2. I was told to lead
3. No one else is available
4. I am the senior person present
5. It is my area of expertise
6. I love to lead

In each one of these circumstances, you choose to lead.

Leadership is a choice.

Four Qualities in People Who Lead



1. **Selflessness:** Concerned more with the needs and wishes of others than with one's own (“Officers eat last”). Acting with less concern for yourself than for the success of the joint activity.
2. **Courage (Moral):** The ability to do something that frightens oneself; strength in the face of danger. A quality that enables you to face uncertainty with resolve.
3. **Integrity:** The quality of being honest and morally upright. It is the one quality that cannot be stolen or taken away from you.

Four Qualities in People Who Lead



4. Knowing the Difference between Leadership and Management:

- Management is doing things right.
- Leadership is doing the right thing.
- Management is being in the present.
- Leadership is making choices that create a better future.
- *The job title makes you the manager, the people who you manage make you a leader. Leadership is by consent, not by command.*
- **You choose leadership.**

External Behaviors & Attitudes in Leaders



1. Fix the problem, not the blame

- Don't engage in a blame game

2. I would rather do it right, than right away

- Set and maintain high standards for yourself in everything you do

3. When given a task, look at your watch and not a calendar



- A good plan executed today is better than a perfect plan executed tomorrow

External Behaviors & Attitudes in Leaders



4. “When you’re dying of thirst, it’s too late to think about digging a well.”

- Be proactive, think ahead, and look around the corners

**AND NEVER
FORGET**

External Behaviors & Attitudes in Leaders



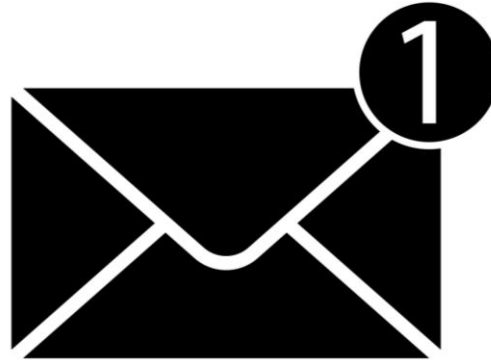
5. Even monkeys fall out of trees



Everyone makes mistakes.

Admit your mistakes, learn from them, but do not repeat them.

Set and Maintain Your Priorities



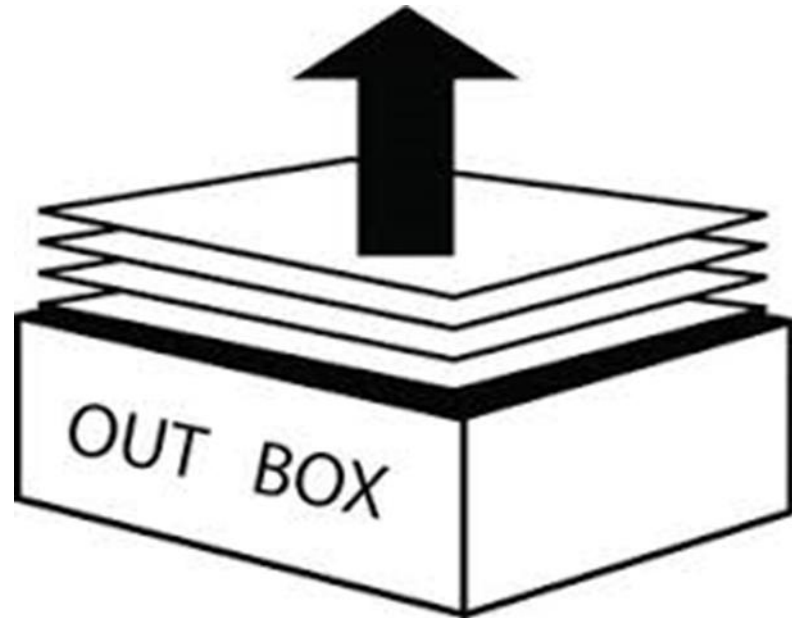
“If you are working from your inbox, you are working on other people’s priorities.”

- Donald Rumsfeld

Set and Maintain Your Priorities



The job of the leader is to have the organization work out of your outbox.



Leaders Give Clear and Concise Communications



When the client asks you what time it is, don't tell them how to build a clock

- Efficient communication is the key
- How would Laverne explain this to Shirley?



Trust Your People to Do Their Job. Do Not Micromanage.



Which Leader Are You?

- Merchandising needs a contract to sell Blue Buffalo products.

OR

- Prepare a contract for my review, don't forget to include:
- Venue clause, I want SD Cal federal court, not state
- Any and all recall costs covered by BB, at our sole discretion
- Dispute resolution clause, I want escalation up the chain, then JAMS here in SD, but not AAA. Got to use a retired federal judge
- Choice of law clause – Delaware law, but not its conflict of laws
- Indemnity – got to have it, big time, make it one way

Raise the Flag Problem

- Your job is to raise a flag on a fifteen-foot pole. You are given one flag, five feet of rope, two Privates, and one Sergeant. How do you solve the problem?
- Answer: Hand the flag and rope to the Sergeant and tell him you will be back in one hour to check on the job.



Knowing When to Supervise is Key to Being a Successful Leader



- Peter Drucker said: “If you cannot measure it, you cannot manage it.”
- “What gets measured, gets done.”
- Supervision should always be done with a view of measuring assigned tasks.

A Leader Must Be Trustworthy



- Trustworthiness is your personal brand
- Your personal brand is nothing more than a promise:
 - Promise of Performance
 - Promise of Credibility
 - Promise of Integrity
 - Promise of Reliability

“TRUST LEAVES ON A HORSE AND RETURNS BY FOOT”

Leadership is Consensual

- A Leader wields a two-edge sword of persuasion:
 - The first edge is reason
 - The second edge is emotion
- A Leader shares his beliefs and visions with the team
- A Leader knows not only her job but her Purpose
- A Leader is always improving their skills

Leadership Requires Inspiration



“Leadership is the art of getting someone else to do something you want done because he wants to do it.”

-D. Eisenhower

- For one week, try the “No, But, However” test



Leadership vs. Management

Composer	OR	Conductor
Telescope	OR	Binoculars
Promised Land	OR	Carrot and Stick
Asks Why	OR	Asks How
Fights Wars	OR	Fights Battles
Innovation	OR	Problem-Solving
Long Term	OR	Short Term
Lion	OR	Tiger



Q&A Session

Thank you for attending.



Please let us know how BarkerGilmore can help you succeed.

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