



The Conscious Leader

Shelley Reciniello

LID Publishing

When I work to help leaders understand and improve their behaviour, I often ask: "What value does that behaviour add to employees, customers, investors or communities?" Wendy, my wife, looks at the same behaviour and asks: "Where does that come from?" Each approach is useful. The sociological, contextual approach helps look at outcomes and the psychological approach helps look at causes.

In this wonderfully-written book, corporate psychologist Shelley Reciniello bridges these perspectives at the individual and organization level. For individual leaders, she helps make the unconscious conscious. She is able to help leaders dig into the psychology of why they do what they do, and she is also able to put it into a business context. Without that context, noble personal attributes appear to be narcissistic. Being authentic – without defining the value that authenticity gives to employees, customers and investors – is short-lived and self-serving. Committing to others without understanding their personal motives could be seen as pandering. By combining the psychological (internal awareness) and sociological (external context), she is able to give marvellous tips.

Leaders today lead through the organizations they manage. Like individuals, organizations have public actions, management processes, and morphologies or structures. These more conscious aspects of organizations have led many leaders to proclaim change, set strategy, re-engineer processes or de-layer organizations. These well-intentioned organizational changes are often proclaimed to be transformational. But they are not.

A large challenge for individual and organizational change is sustainability. How can good ideas happen? This requires a combination of psychological understanding about why they happen and sociological understanding of the outcomes of the activity. When the unconscious behaviour of leaders and cultures of organizations becomes conscious, sustained change can and will occur. This exquisitely and cleverly written book will help make this happen.

Dave Ulrich, professor at Ross School of Business, University of Michigan

APPS FOR LEADERS

Haiku Deck – present with flair



Haiku is a form of Japanese poetry and recently used in an attempt to help us move away from the bullet-drenched hell that is corporate presentations. A similar way of moving away from 60 minutes of intense slideshow overload is Pecha Kucha (20 slides of 20 seconds each).

So Haiku Deck – what is it? Found in the iOS app store and coming to Playstore soon, www.haikudeck.com is a visual presenter's heaven.

A simple slide construct of either a title slide, with sub-title and then some – yes – bullets the attempt is to visualise and keep text to a minimum.

You'll be amazed at the brevity you can bring when you don't want your text to squeeze out a beautiful graphic.

Hang on, I can use Google Images all over PowerPoint. Why would I use Haiku Deck? Well, Haiku Deck uses images under Creative Commons licensing (essentially no copyright as long as the originator is credited), so no Intellectual Property Rights to infringe. Unlike Google images, Haiku Deck searches for you based on a key word.

So Haiku Deck does the searching for you and allows you to upload your own images. Haiku Decks are exportable to PowerPoint or PDF formats or export straight to SlideShare or any Social Media sites.

Haiku Deck is helping restore the art in presenting through visuals that wow. Of course, you could also continue to put that model into your slides and say "you probably can't see this at the back..."

● *Perry Timms is an independent HR/OD practitioner, writer and speaker, and is CIPD adviser on social media & engagement. Follow him on twitter @PerryTimms*