

Decoding Leadership:

How Thinking and Behaviour Impact Us



emergenetics
INTERNATIONAL

Moving Thinking Forward™

Colin Yeow

26 May 2011

Thinkers think,
doers do,
but until
doers think,
and thinkers do,
progress will be just another word
in the already overburdened
vocabulary of talkers who talk.

– E. Jacob Taylor

Agenda

- Introduction
- A little bit about the brain
- Leadership decoded
- Emergenetics defined
- Guessing my Emergenetics profile
- What does all this mean?
- Wrapping up
- Q&A



emergenetics
INTERNATIONAL
Moving Thinking Forward™

We specialize in expanding organizations' potential through effective communication and employee selection and management.

Emergenetics International

Emergenetics
Profile

People Development

ESP

Hiring Technology

Emergenetics
Applications

Management Tools

Emergenetics 360 Degree
Performance Evaluation

The CORE of Everything You Do

About Emergenetics Asia



- **Subsidiary of The Browning Group International Inc.**
- **Chairman: Dr Geil Browning** (Outstanding Women Entrepreneur, Outstanding Businesswomen in Colorado State, USA-1995 & 2003)
- **As Emergenetics International Group:**
 - Over 18 years of successful legacy
 - Over 375,000 have taken the Emergenetics profile (and growing)
 - Used by Global 1000 companies and educational institutions worldwide
 - Over 450 Associate Partners in 45 locations worldwide
 - Present in 15 countries in 22 cities in Asia

Leadership Decoded

(adapted from **Decoding Leadership**
by Norm Smallwood,
published by the Harvard Business Review, Dec 2009)

60-70% of leadership is common for any effective leaders - from a bootstrapping entrepreneur to a leader at a large organization.

5 Rules for decoding leadership

1. **Shape the future.** Articulate where your company or division is going and be sure everyone around you understands the direction.
2. **Make things happen.** Once you know where you're headed, focus on the how. Again, be sure all of your people know what it takes to execute.
3. **Engage today's talent.** Make the most of your people; engage and inspire them to do their best.
4. **Build tomorrow's talent.** Find and build the talent you need for future success.
5. **Invest in yourself.** You can never be a perfect leader; understand yourself, then find ways to continually build your skills and become better.

Left Hemisphere

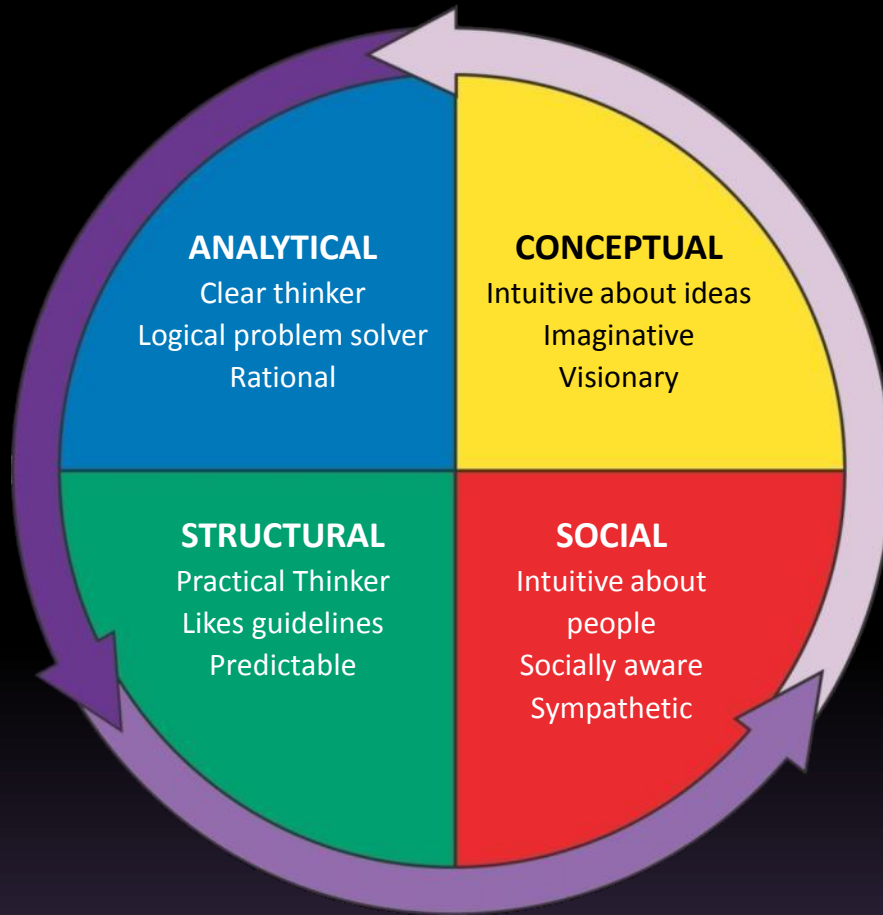
Logical
Verbal
Linear
Sequential
Analytical
Systematic



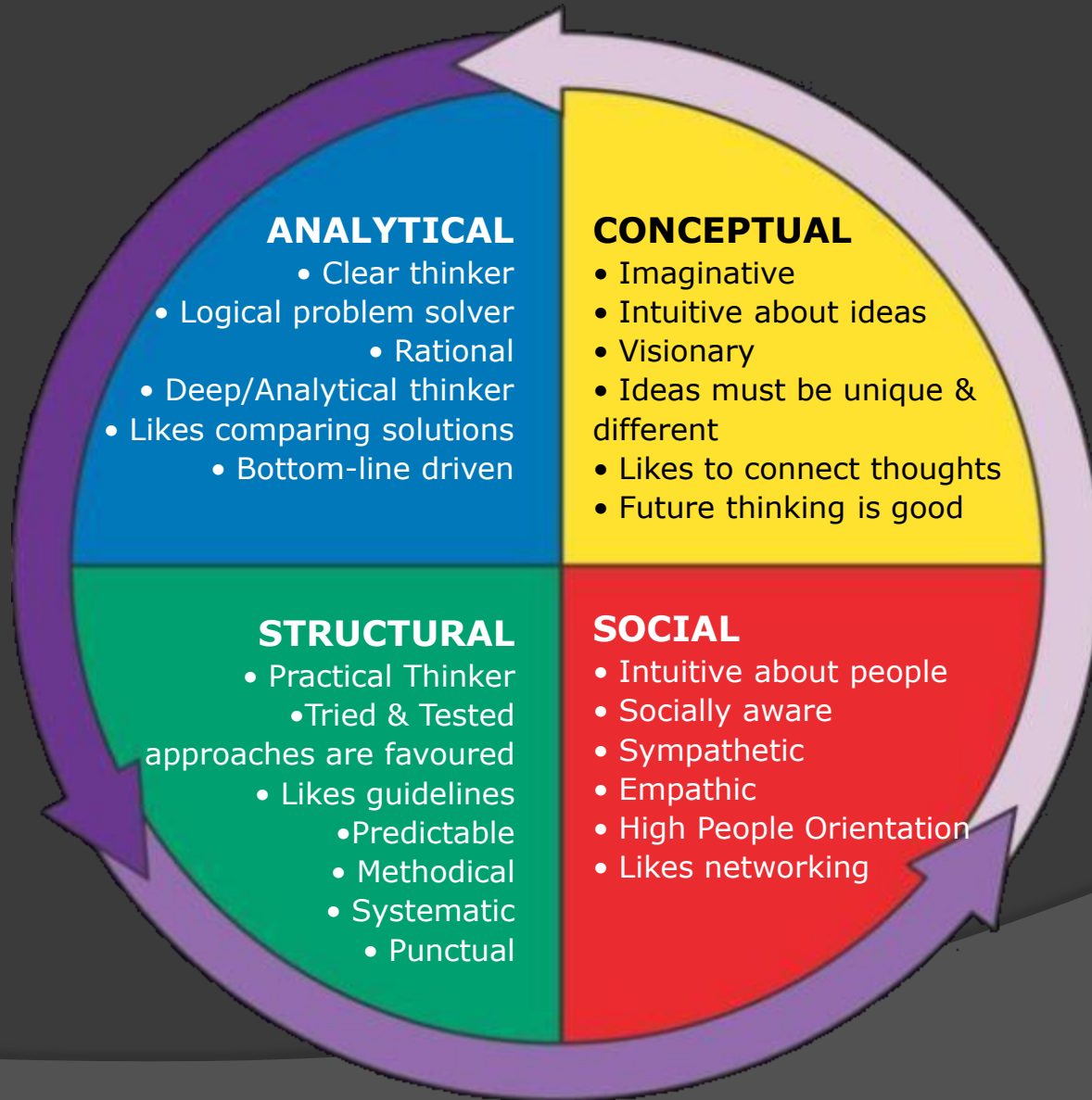
Right Hemisphere

Intuitive
Emotional
Nonverbal
Spatial
Whole
Picture
Conceptual

Emergenetics International Redefining Thinking and Behaviour



Which Are You?



Which Are You?

ANALYTICAL

- When tackling challenges, I solve it by asking questions and gathering more data before embarking on solving it.
- My hobbies may include chess, sudoku, and general mental challenge activities.

CONCEPTUAL

- When tackling challenges, I identify what final outcome I want & just dive-in to solve the problem.
- My hobbies may include risky sports and adventurous activities.

STRUCTURAL

- When tackling challenges, I solve it by finding out the systematic steps, procedures & guidelines, and then start implementing until I find the solution.
- My hobbies may include cross-word puzzle, knitting, and you may like to watch a good movie or read a book more than twice.

SOCIAL

- When tackling challenges, I prefer to have a team of people working on it rather than working on my own. I solve problems through consensus.
- My hobbies may include team sports, be involved in non-profit work or be active in a society / association

What does all of this mean for
Leaders and Organisations?

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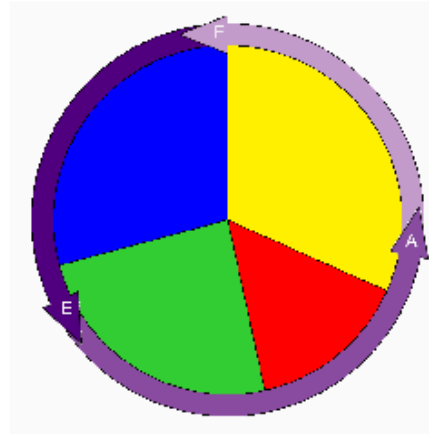
XYZ CORPORATION - JAN 9, 2011
HOW YOU THINK: PERCENTAGES

ANALYTICAL = 29%

- Clear thinker
- Logical problem solver
- Enjoys math
- Rational
- Learns by mental analysis

STRUCTURAL = 24%

- Practical thinker
- Likes guidelines
- Cautious of new ideas
- Predictable
- Learns by doing

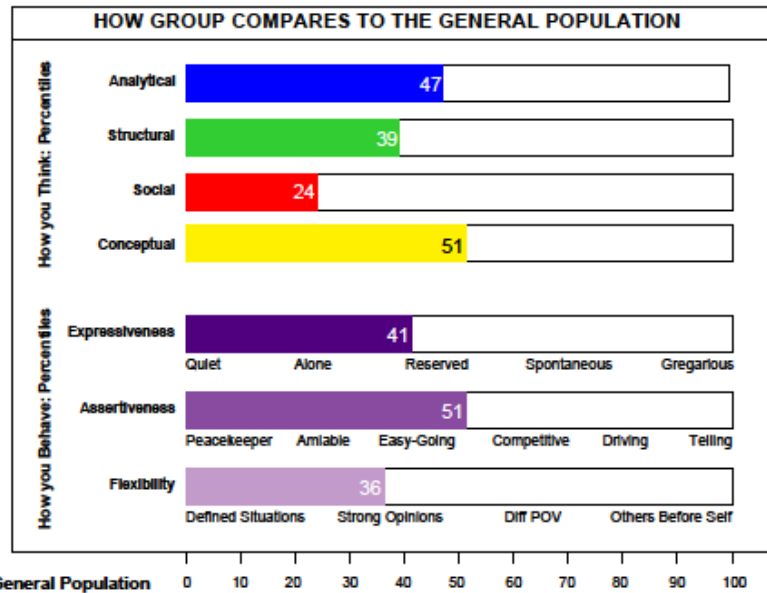


CONCEPTUAL = 32%

- Imaginative
- Intuitive about ideas
- Visionary
- Enjoys the unusual
- Learns by experimenting

SOCIAL = 15%

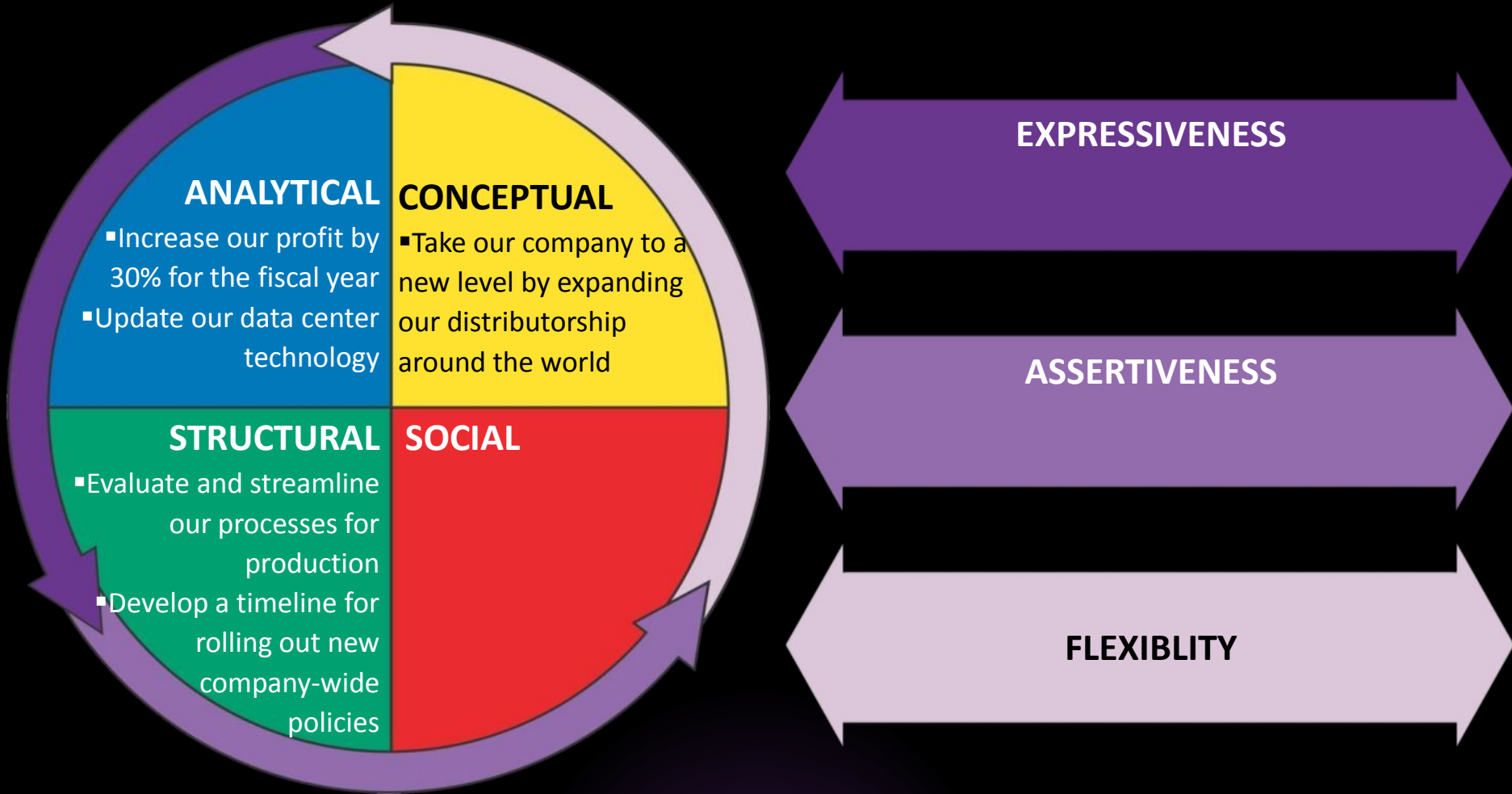
- Intuitive about people
- Socially aware
- Sympathetic
- Empathic
- Learns from others



Goals for 2011

- Increase our profit by 30% for the fiscal year
- Update our data center technology
- Evaluate and streamline our processes for production
- Take our company to a new level by expanding our distributorship around the world
- Develop a timeline for rolling out new company-wide policies

Goals for 2011



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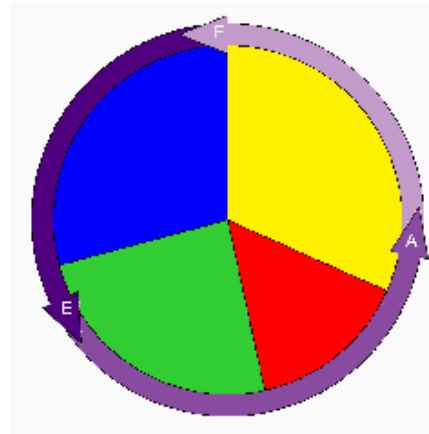
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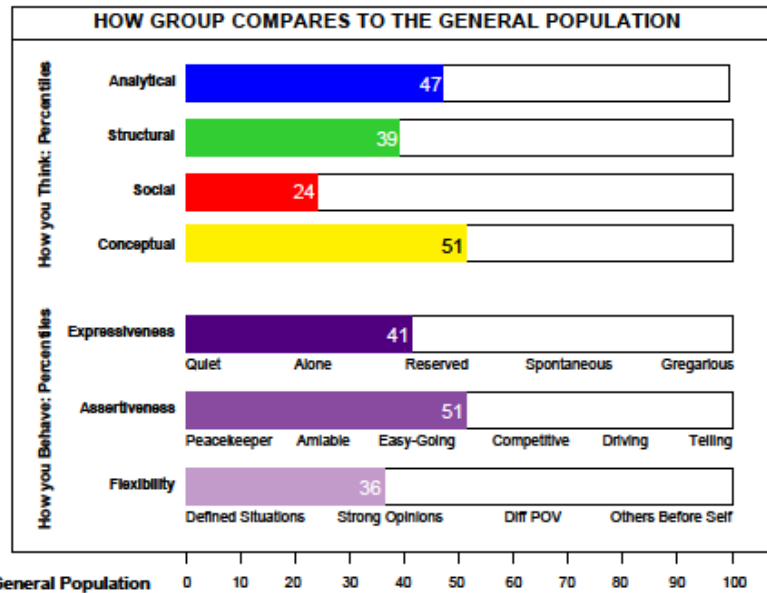


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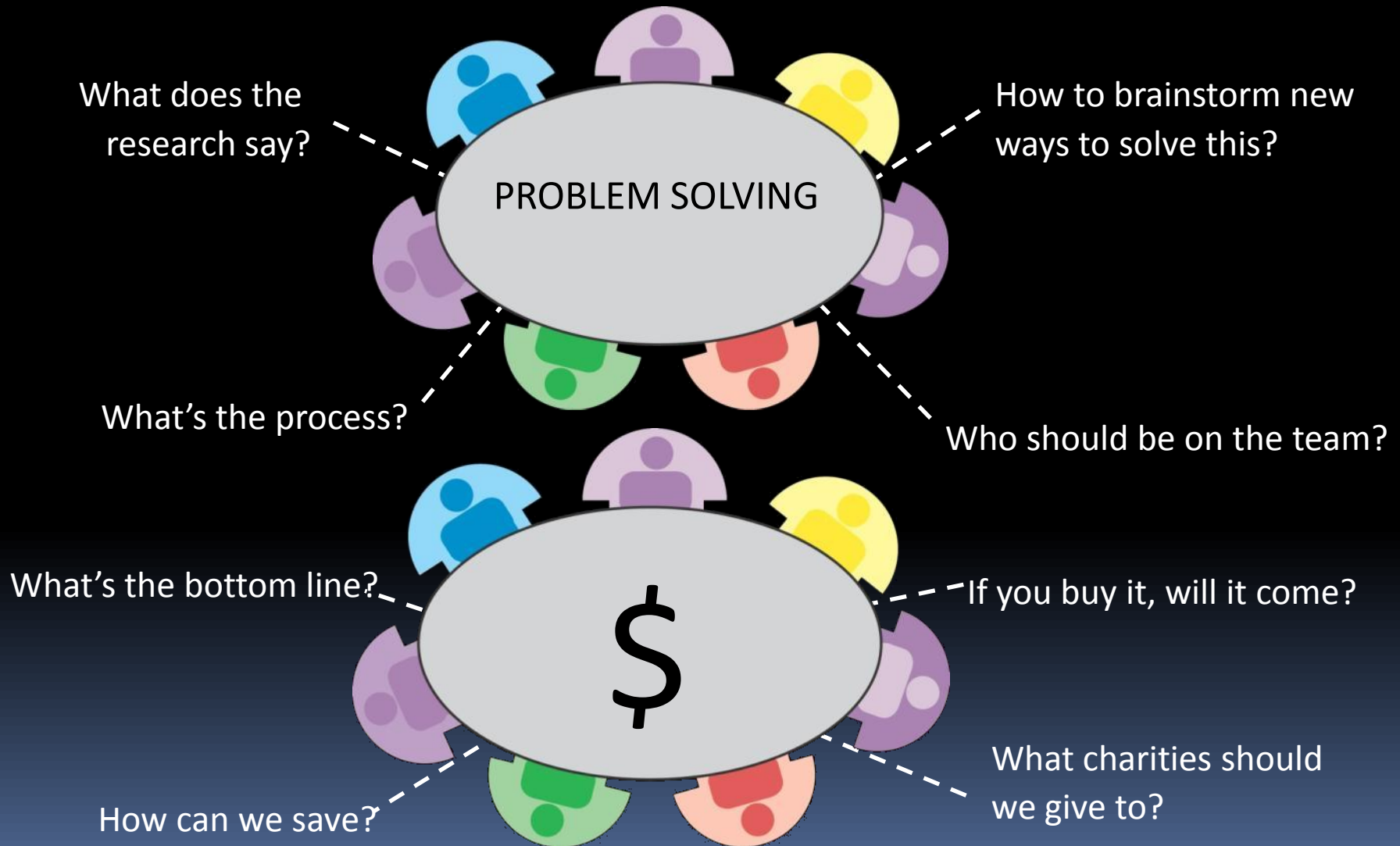
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What is your committee thinking?



How Emergenetics Works for Organizations



- How Emergenetics Works in Leadership and Personal Development (e.g. Coaching, Counselling)
 - Increased Self-Awareness for both parties / shortens time taken to understand each other
 - Simple to understand Profile, Tip Sheets
 - Based on Preferences and not Competence
 - Non-judgmental
 - Profiles based on a spectrum and not types

Possible Application Canvas

ORGANIZATIONAL DEVT	EDUCATION	INDIVIDUALS	COMMUNITIES
<ul style="list-style-type: none">• Team Insight & Devtm• 360 Feedback• Change Mgmt• Communication• Leadership• Creativity & Innovation• Conflict Mgmt• Recruitment Validation• Sales & Marketing• Interpersonal skills (EQ)• Train the Trainer• Exec Decision Making• Mentoring/coaching• Hi-Potential Devtm• Employee Engagement	<ul style="list-style-type: none">• Student/Faculty• Faculty Trg Seminar• Parent Training	<ul style="list-style-type: none">• Consultants• Coaches• Counselors• Family therapists• Caregivers• Self-sponsoring Individuals within organizations	<ul style="list-style-type: none">• Families• Engaged couples• Religious & Spiritual

Emergenetics International



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Thank You!

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