



How (When and Why) to Package a Leader for a New Consumer

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What's Happening Where You Work?

- Yes No "People worry about the company"
- Yes No "People worry about their jobs"
- Yes No "People sneak Blackberry checks"
- Yes No "People worry about retirement"
- Yes No "People worry about advancement"
- Yes No "People are hungry for *human contact* from leaders"

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2

#1

There may be a train wreck.

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56%

“Significant expense reduction effort is highly likely”

Source: Towers Perrin HR Executive Poll - 2008

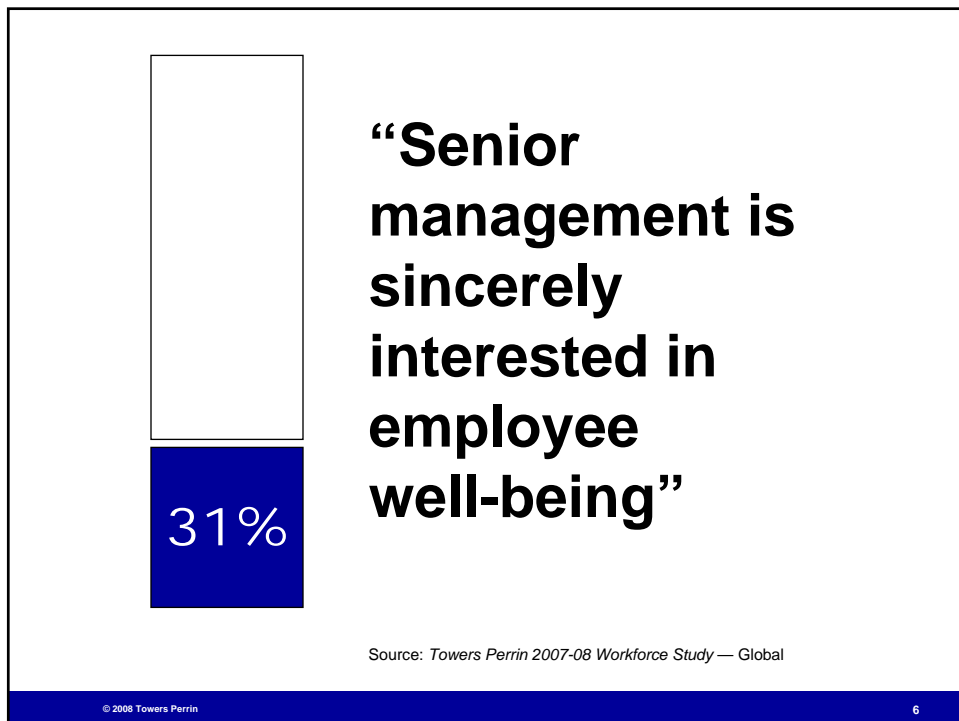
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#2

They see us
when you're
sleeping.

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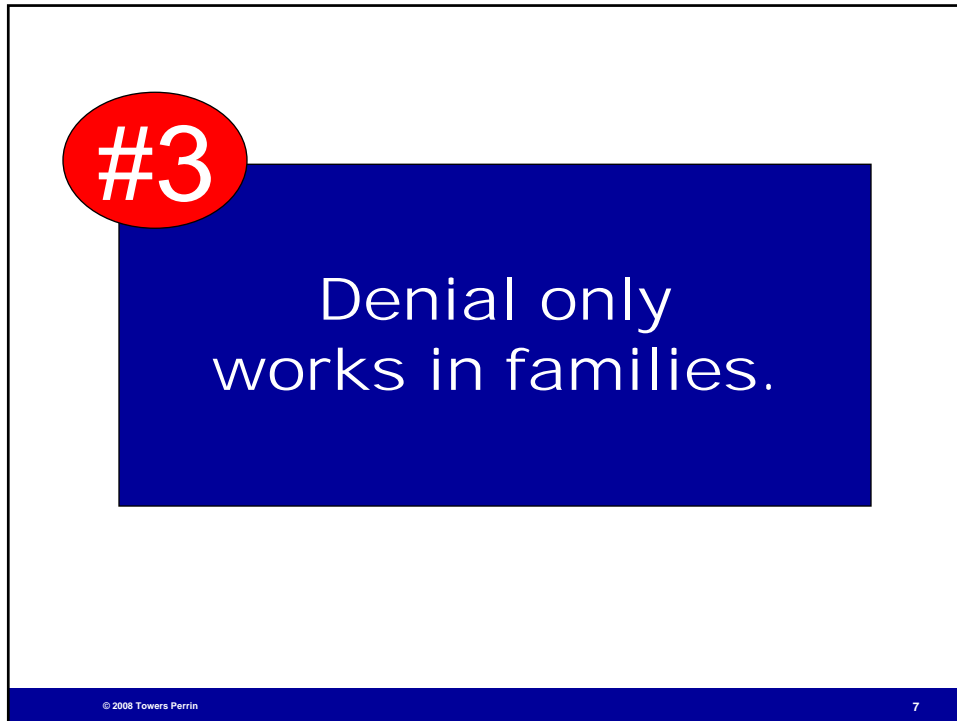


31%

**“Senior
management is
sincerely
interested in
employee
well-being”**

Source: Towers Perrin 2007-08 Workforce Study — Global

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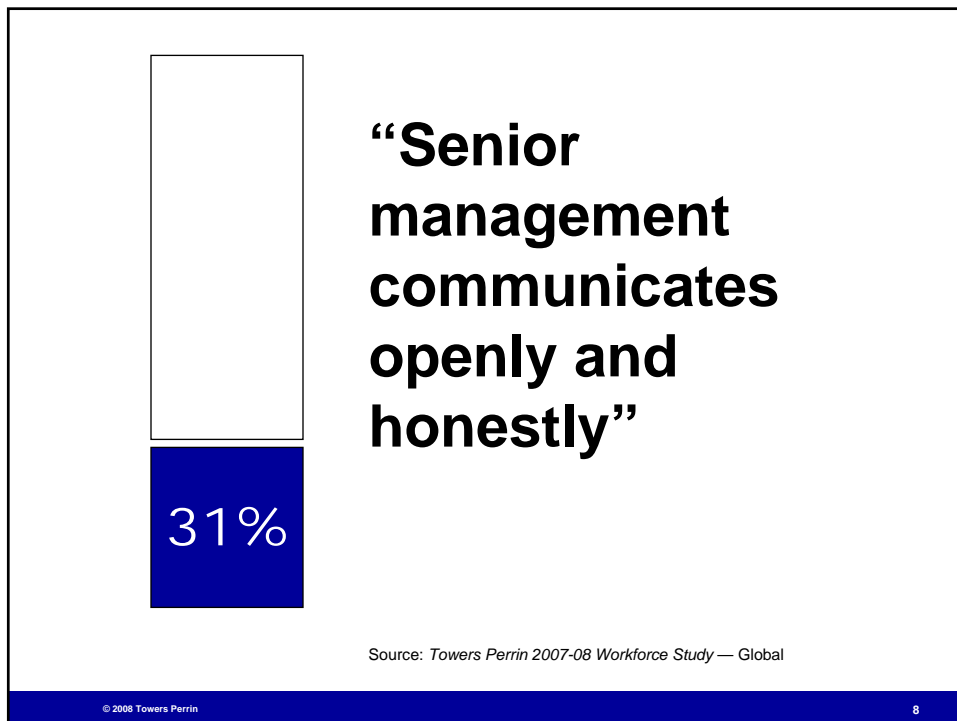


#3

Denial only works in families.

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31%

“Senior management communicates openly and honestly”

Source: Towers Perrin 2007-08 Workforce Study — Global

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This slide features a vertical bar chart on the left. The bar is divided into two sections: a white top section and a dark blue bottom section. The number "31%" is written in white inside the dark blue section. To the right of the bar chart is the text "Senior management communicates openly and honestly" in bold black font, enclosed in quotation marks. Below this text is the source information: "Source: Towers Perrin 2007-08 Workforce Study — Global". At the bottom of the slide, there is a dark blue footer bar with the text "© 2008 Towers Perrin" on the left and the number "8" on the right.

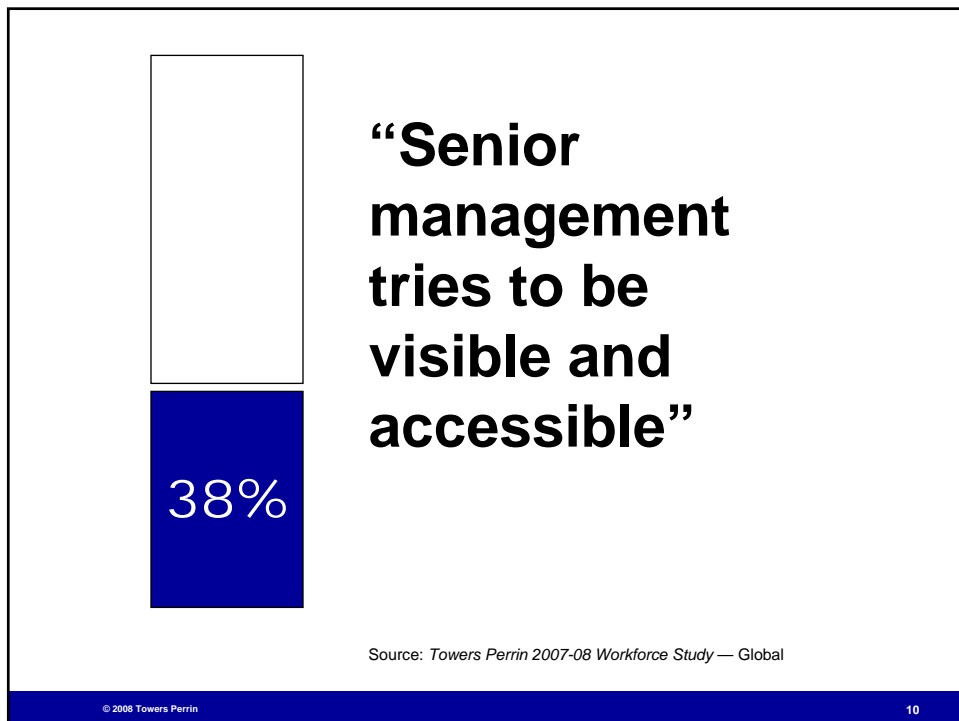


#4

Illusions are for magicians.

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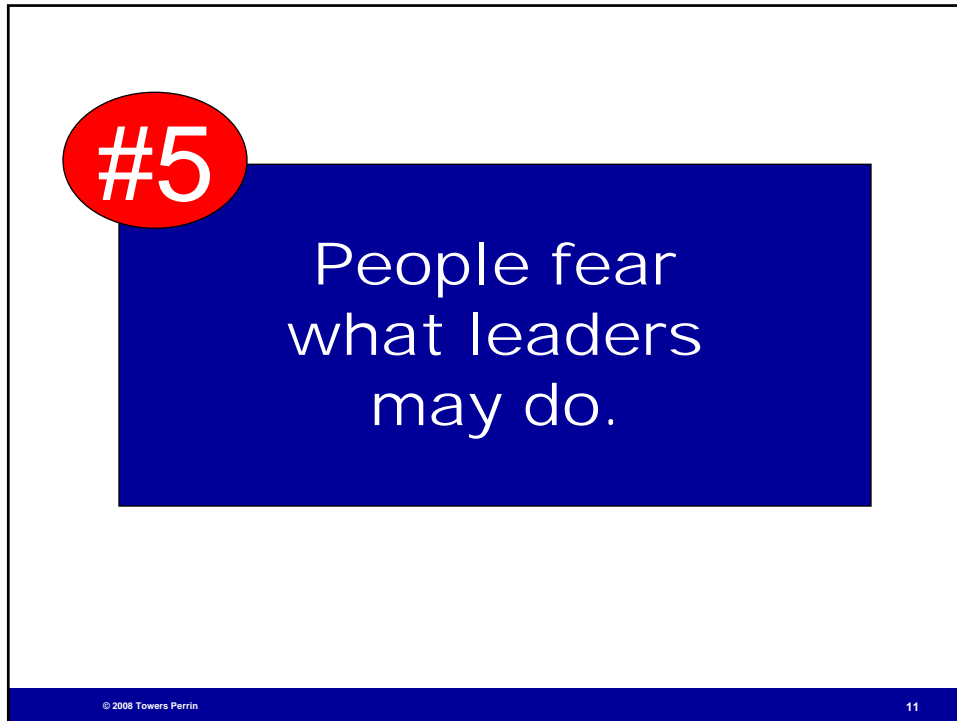
38%

“Senior management tries to be visible and accessible”

Source: Towers Perrin 2007-08 Workforce Study — Global

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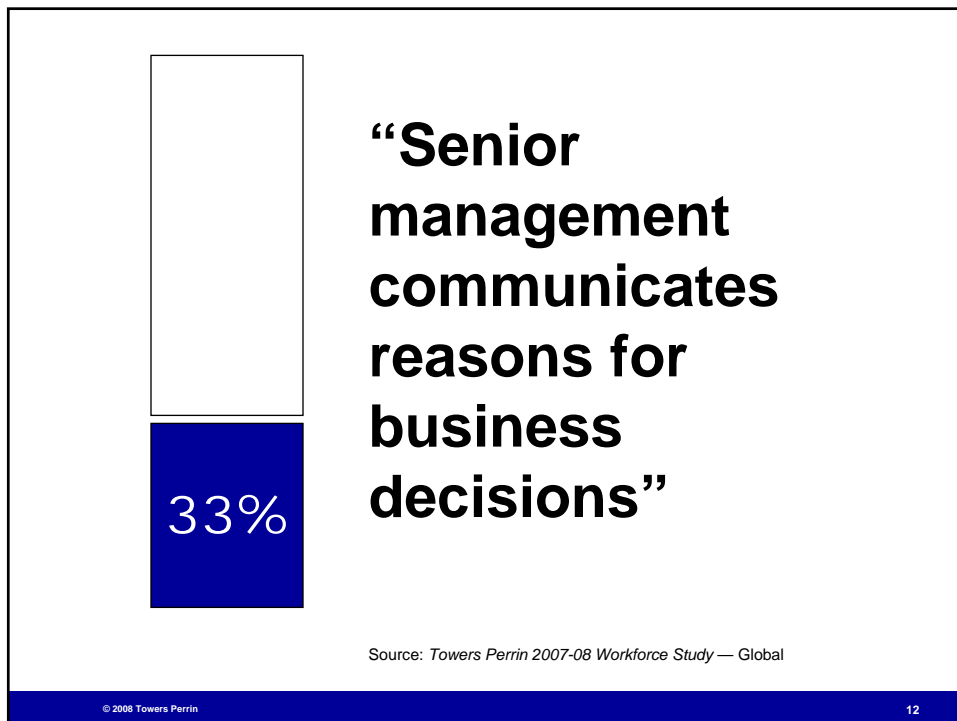
This slide displays a vertical bar chart on the left. The bottom portion of the bar is dark blue and labeled '38%'. The top portion is white. To the right of the bar, the text '“Senior management tries to be visible and accessible”' is written in bold black font. Below this text, the source is cited as 'Source: Towers Perrin 2007-08 Workforce Study — Global'. At the bottom, a dark blue footer bar contains '© 2008 Towers Perrin' on the left and '10' on the right.



#5

People fear what leaders may do.

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33%

“Senior management communicates reasons for business decisions”

Source: Towers Perrin 2007-08 Workforce Study — Global

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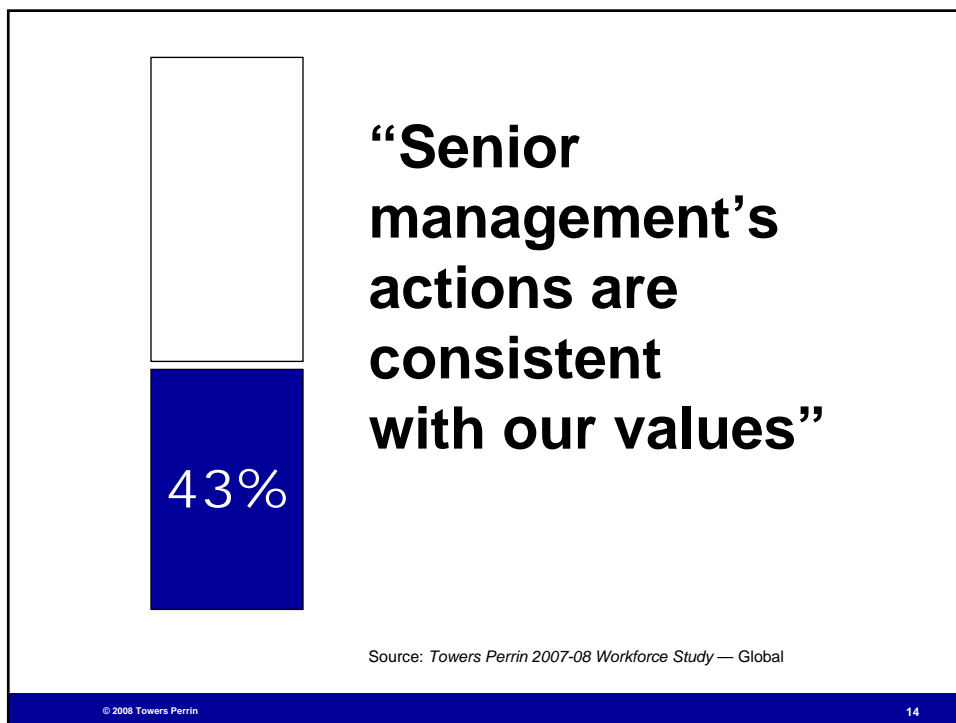


#6

Senior leaders
can act small.

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43%

**“Senior
management’s
actions are
consistent
with our values”**

Source: Towers Perrin 2007-08 Workforce Study — Global

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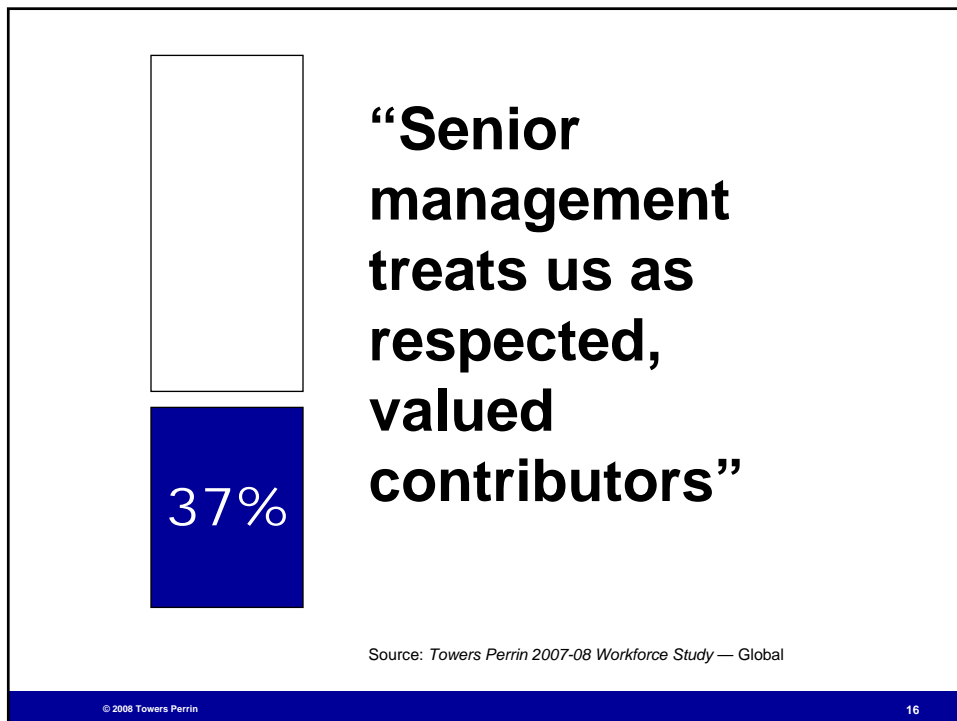
This slide features a vertical bar chart on the left. The bar is divided into two sections: a white top section and a dark blue bottom section. The number "43%" is written in white inside the dark blue section. To the right of the bar chart is the text "Senior management's actions are consistent with our values" in bold black font, enclosed in quotation marks. Below this text is the source information: "Source: Towers Perrin 2007-08 Workforce Study — Global". At the bottom of the slide, there is a dark blue footer bar with the text "© 2008 Towers Perrin" on the left and "14" on the right.



#7

People hunger for authenticity.

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37%

“Senior management treats us as respected, valued contributors”

Source: Towers Perrin 2007-08 Workforce Study — Global

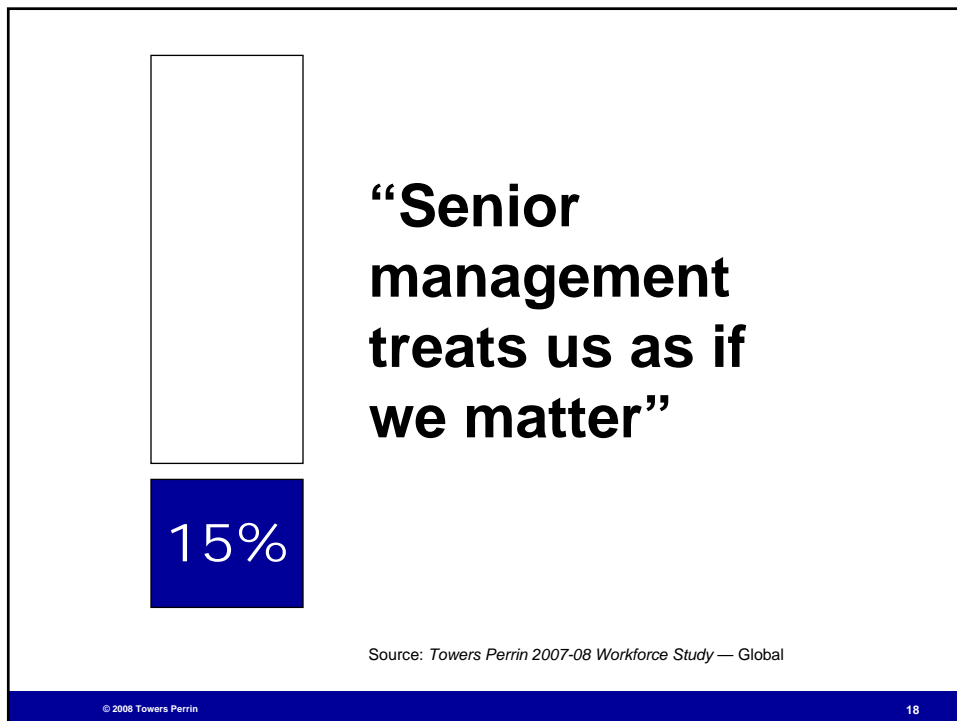
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#8

We act
as we are led.

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15%

**“Senior
management
treats us as if
we matter”**

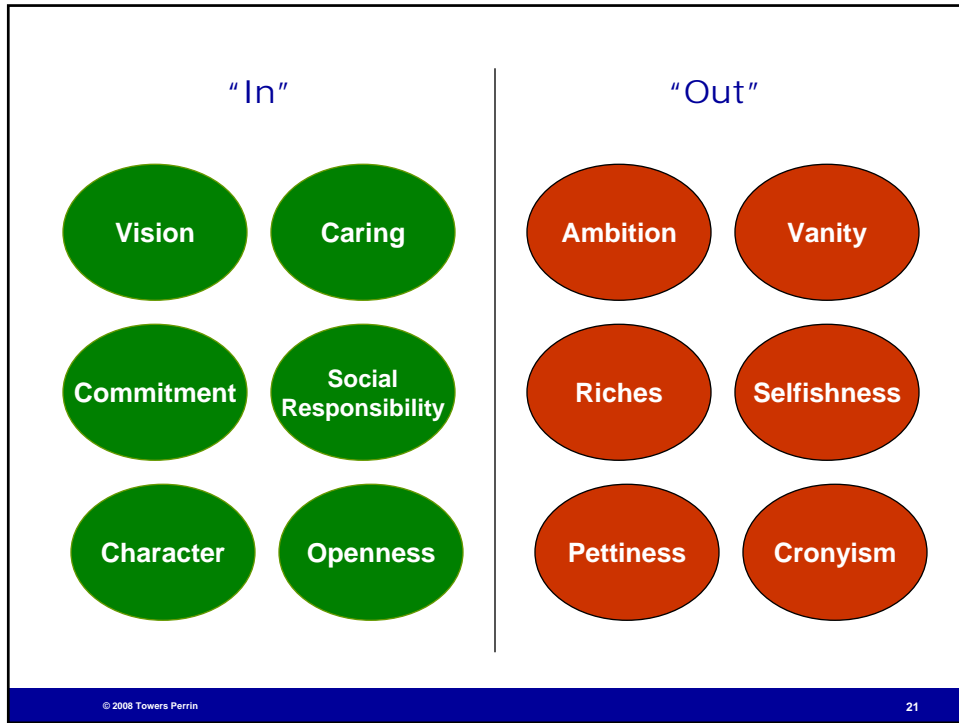
Source: Towers Perrin 2007-08 Workforce Study — Global

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We have a new
“consumer of
leaders” who
demands more,
expects more,
accepts less

#1

The new consumer
has a new appetite.



#2

The new consumer demands new behaviors.

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<p>Common Leader Behaviors</p>	<p>Engaging Leader Behaviors</p>
<p><i>Rational</i> <i>Analytical</i> <i>Dispassionate</i> <i>Direct</i> <i>Delegate</i> <i>Impatient</i></p>	<p><i>Emotional</i> <i>Empathetic</i> <i>Caring</i> <i>Trusting</i> <i>Engaging</i> <i>Nurturing</i></p>

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#3

The new consumer
hungers for a
new experience.

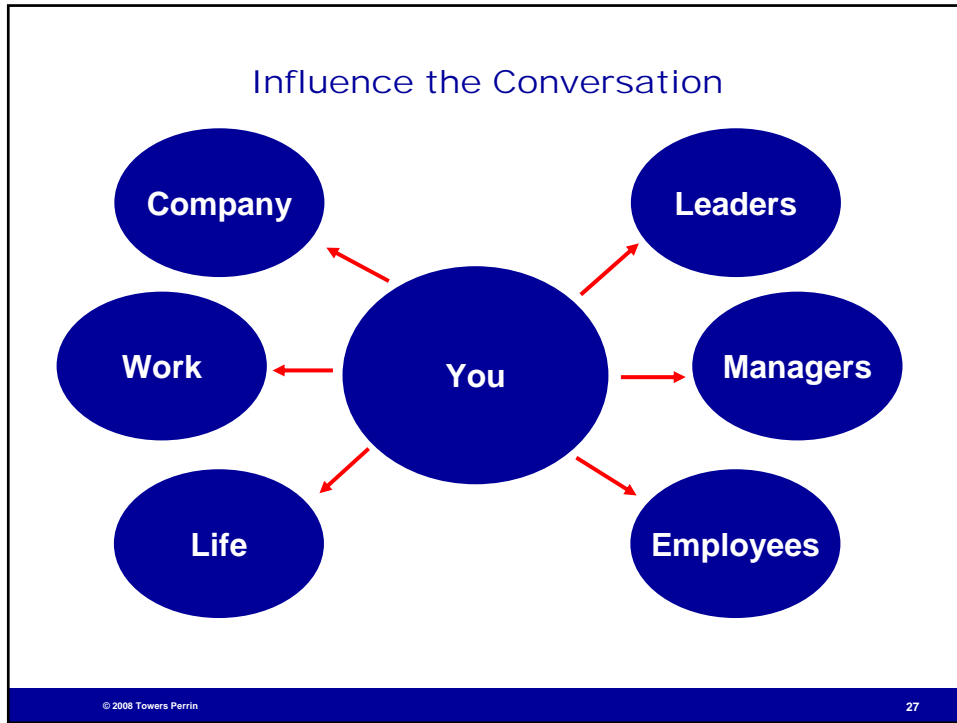
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#4

The new consumer thrives on connection and conversation.

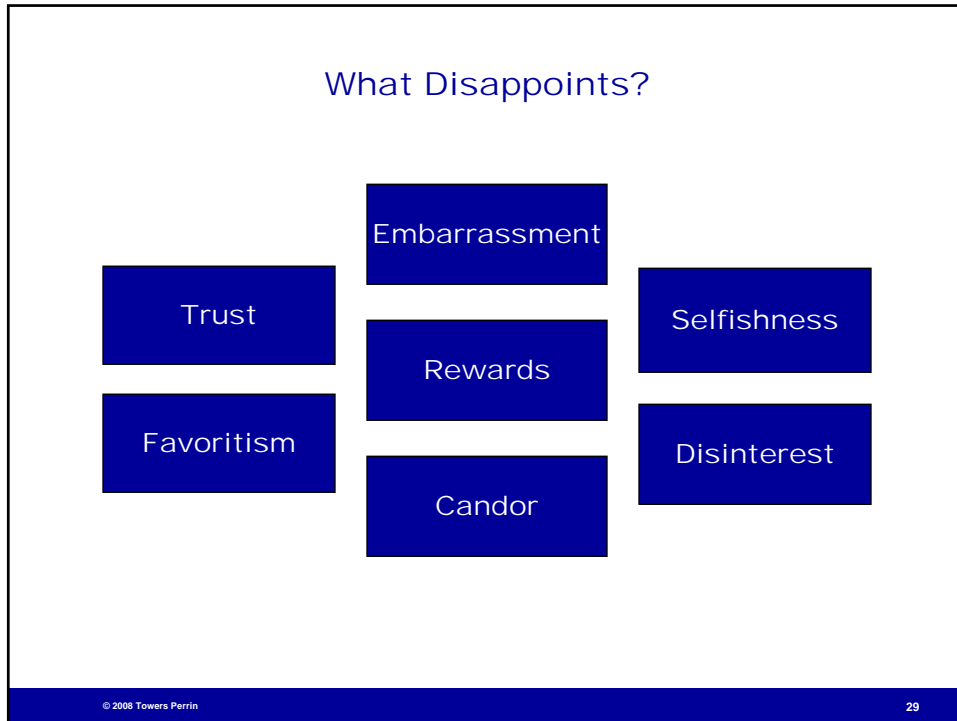
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#5

The new consumer expects truth.

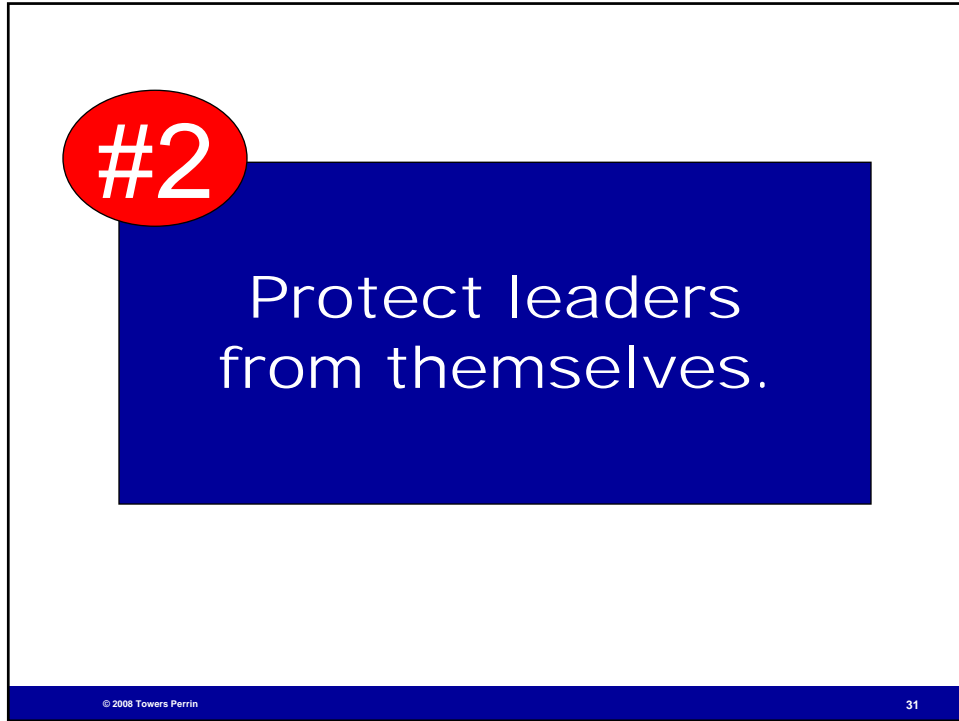
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#1

Discover what disappoints.

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#2

Protect leaders
from themselves.

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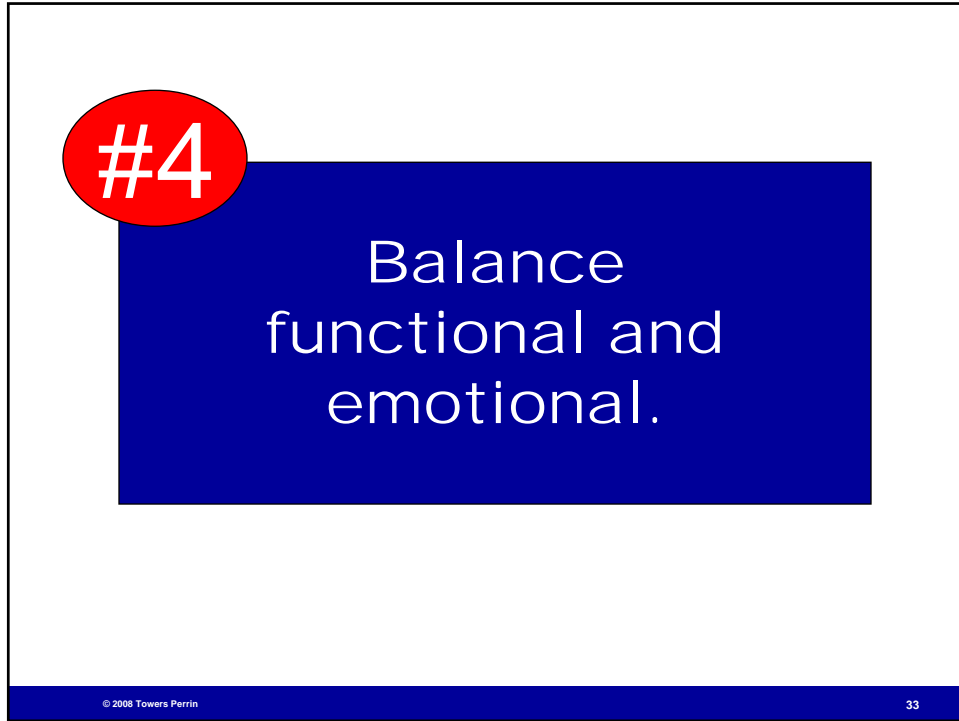


#3

Personalize
experience
(let technology help).

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#4

Balance
functional and
emotional.

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#5

Emerge as
a leadership
coach.

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- A You are being watched.
- B You are not alone.
- C You only have a moment.
- D You cannot hide.
- E You are remembered.

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We can
package a leader for
a new consumer

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