

Here's what makes a Great Leader

**New Evidence Crushing Why
How We Lead is So Important**



Change Lab®



01

Lead with your Heart

The current emerging workforce is looking for an environment where people care. They care about nonprofits (our core). They care about each other. They care about their work-life balance.

New science research is breaking apart what we used to think bosses should be and opening new awareness of what healthy work life is.

Clearly, the most successful managers now need to pay a lot of attention to their employees' experiences on the job and their emotional well-being. Check out *Lead from the Heart: Transformational Leadership for the 21st Century*, a great book by Mark C. Crowley.

And if you've always been this boss, we like you even more.



02

Understand that the Human Heart and Brain are Connected Through the Vagus Nerve

The net effect is that as humans we are not as rational as one might think we are. Research conducted now shows that up to 95% of decisions we make are driven by our feelings and our emotions.

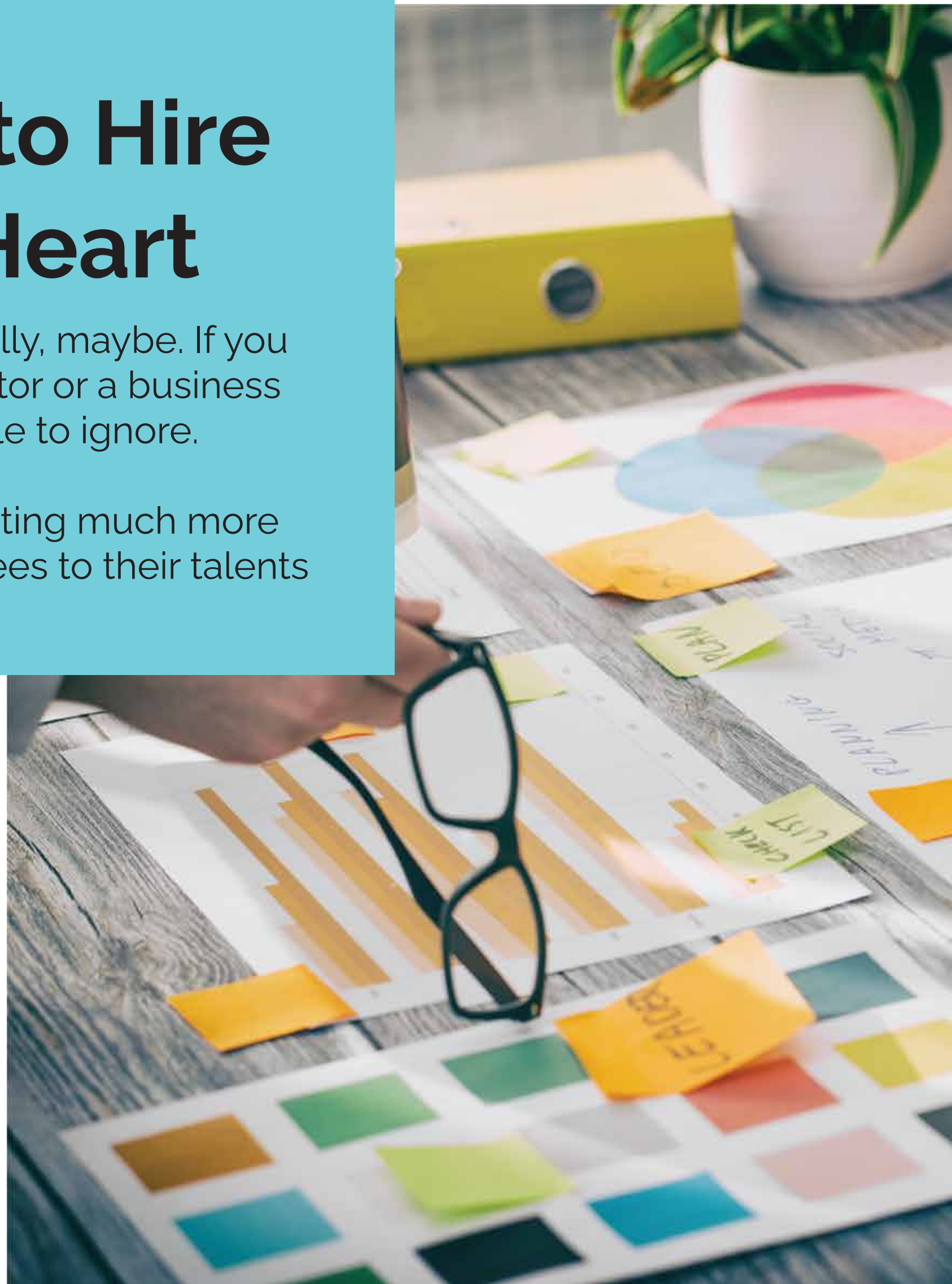
As Crowley concludes: employee decisions to be loyal to their company/ organization, to be engaged, committed and productive are not from a rational place. Those come from yup, their hearts.

03

Find People to Hire that Have a Heart

Sounds simple, right? Sounds silly, maybe. If you are working in the nonprofit sector or a business environment, you will not be able to ignore.

As leaders, we need to start putting much more emphasis on matching employees to their talents and to their passions.





04

Enjoy the Experience of Really Connecting to your Employees

That's where the magic happens. Back to the research, author Marcus Buckingham and Ashley Goodall in their book, *Nine Lies About Work*, make a case that leaders who check in weekly and in an individualized, personal way with employees have far greater levels of engagement and performance and lower turnover.

05

Inspirational Leaders

Nothing is more important than hearing a boss tell us how proud of us they are. We have likely all had that experience. We know that it's really not about that last pay raise. (though that's great) Not the work from home option. Not the benefits. Not the covered parking space will ever replace the boss' genuine praise. Now -- emerge as THE boss that really cares. It's good for all of us.

