

Mark Oliver Example Speaking Topics

(CEO of MarkTwo Consulting)

These topics can be presented face to face or virtually



Workshop 1	LEADERSHIP VERSUS MANAGEMENT - THE KEY TO SUCCESSFUL CHANGE
Purpose:	To understand the key differences of leadership versus management, and learn the essentials for dealing with change <i>in order to</i> improve the engagement, productivity and resulting performance of your workforce in the ever-changing business environment
YouTube or Vimeo Link:	Can you significantly improve your leadership? Watch Mark talk on the question - <i>Is Leadership Born or Bred</i> : https://marktwoconsulting.wistia.com/medias/l77wcl7xmv
Ideal Business Lifecycle Stage	Organisations wanting to improve engagement and productivity for better performance <input type="checkbox"/> Optimisation (i.e. Established business seeking improvements to operations) <input type="checkbox"/> Transition (i.e. Established business experiencing a significant transition event such as an acquisition)
Business Triggers for this Topic	Loss of staff or talent, absenteeism, presenteeism, low engagement, poor productivity or business not profitable enough. Or an organisation wanting to create a culture of leadership
What you'll learn:	Did you know that a recent Harvard University review estimated corporations spend US\$50bn annually on leadership development globally, yet it concluded leaders are less effective, less ethical, and less respected than ever before? Developing managers' leadership is even more important than ever before. In this action-packed workshop, participants: <ul style="list-style-type: none"> • Gain greater self-awareness into your own style • Answer why self-awareness is more important than IQ for a leader • Get the answer to "leadership born and bred"? • See the high cost of low engagement • Boost your ROI by improving team engagement and productivity



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	<ul style="list-style-type: none"> • Get the answer to “who is always right about the level of your leadership”? • Make your organisation more resilient in the ever-changing (hybrid) future • Understand your two default management styles and how to adapt them to lead rather than manage • Use the five management styles to manage the change and give the clarity teams need without them feeling micromanaged • Discover how you must adapt your leadership to the different generations & genders
What you'll take away:	<ul style="list-style-type: none"> • Aide memoire on key leadership models • Personal strategy to boost your EQ and/or IQ • Action steps for communicating and applying the 5 change management styles • Insights into creating a leadership culture • Your natural “leadership personality” and greater self-awareness • Personal online access for 1-year to a dedicated members page with tools and best practice techniques for change management • Free copy of Mark's latest book: “MOTIVATIONAL LEADERSHIP (valued at \$29.95)
Example Agenda	<ol style="list-style-type: none"> 1. Welcome & introduction 2. The high cost of low engagement 3. Leadership: born or bred? 4. Why high IQ is often the mark of a poor leader 5. The relationship between Vision/Values, Profit/Ethics, Strategy/Culture & Engagement/Productivity 6. Two practical ways to instantly boost your workplace IQ and EQ 7. The five change management approaches 8. Delegation versus micro-management: getting task assignment right 9. <i>Exercises</i>: Using six different ways to communicate the task depending on the ability and motivation of the team 10. How you must adapt to different genders and generations 11. Summation & review <p><i>Note: there are many exercises throughout the workshop</i></p>

Workshop 2	BOOSTING LEADERSHIP INTELLIGENCE AND THE MYTH OF IQ
Purpose:	To understand the four fundamental human intelligences, and why we make bad decisions <i>in order to</i> improve your business decisions and innovation, and better identify/ utilise the talent in your business
YouTube or Vimeo Link:	Learn what are the four fundamental human intelligences. Watch Mark discuss the “ <i>Myth of IQ</i> ” on prime time television: https://marktwoconsulting.wistia.com/medias/jk9t1vozrm
Ideal Business Lifecycle Stage	Organisations that have staff not performing or are recruiting/promoting people who then fail in the new roles. <input type="checkbox"/> Optimisation (i.e. Established business seeking improvements to operations) <input type="checkbox"/> Expansion (i.e. Established business seeking growth)
Business Triggers for this Topic	Organisation having problems filling roles, or with managers not performing in role. Lack of talent, low engagement or poor productivity. Or an organisation having problems getting staff to “step up”
What you’ll learn:	<p>Have you ever wondered why intelligent people make such stupid decisions at times? We all do. In this workshop participants learn practical ways to improve their thinking and minimise their bad decisions:</p> <ul style="list-style-type: none"> • Discover why “common sense” is not that common and when it is not useful • Learn the keys to making better leadership and other decisions by using all four human intelligences (and uncover how much is “genetic” – spoiler alert: not much!) • See how the Dunning Kruger effect (illusory superiority) can damage your organisation • Find out why creativity is critical for overcoming your biggest challenges and how to practically build innovation at work • Understand how ignoring the 3 levels of “complexity” in business is holding back your organisation • Grow your strategic thinking capability • Learn why <i>only</i> 15% of your high performers are your high potentials • Discover the talent that is “sitting under your nose” so you can promote the best person

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	<ul style="list-style-type: none"> Find out why “illusory superiority” can cause you problems (and the particular danger of high intelligence and high confidence)
What you'll take away:	<ul style="list-style-type: none"> Aide memoire on intelligence and decision-making process Knowing which are your 2 high intelligences and 2 low ones and how to increase them Why common sense is not enough and can actually harm decision-making Greater self-awareness Practical insights on finding the talent you do not see yet and getting promotion right Personal online access for 1-year to a dedicated members page with tools and best practice techniques for boosting wider intelligence Free copy of Mark's latest book: “MOTIVATIONAL LEADERSHIP (valued at \$29.95)
Example Agenda	<ol style="list-style-type: none"> Welcome & introduction Experience the impacts of bias and other traps on degrading your decisions Why your decisions are only as strong as your weakest intelligence Learning the four intelligences and which is your lowest intelligence The model for making good decisions and enhancing innovation at work <i>Exercises:</i> How to practically increase each of your four intelligences Maximising your own judgement and decision-making The three levels of complexity and how you must think differently to deal with each Avoiding the “Peter Principle” (why we promote staff to the level of their incompetence!) Better management and retaining your talent Summation & review <p><i>Note:</i> there are many exercises throughout the workshop</p>

Workshop 3	CREATING A COACHING CULTURE THROUGH MOTIVATIONAL LEADERSHIP
Purpose:	To understand motivational leadership and how it helps to clarify the essence of a coaching culture <i>in order to</i> provide a practical understanding of a keyway to transform you/your organisation's leadership and take your business to the next level
YouTube or Vimeo Link:	Some enduring characteristics are essential to leadership. Watch Mark talk on – <i>The Secret of Being a Leader</i> : https://marktwoconsulting.wistia.com/medias/c06p5m3jqk
Ideal Business Lifecycle Stage	Organisations wanting to improve performance and increase profit <input type="checkbox"/> Expansion (i.e. Established business seeking growth) <input type="checkbox"/> Transition (i.e. Established business experiencing a significant transition event such as an acquisition)
Business Triggers for this Topic	Absenteeism, presenteeism, low engagement, poor productivity or business not profitable enough, or needing to be more “on-purpose”. Or an organisation needs its managers to motivate staff and stakeholders better, and to create leaders at all levels
What you'll learn:	<p>Motivation, not personality, is the biggest driver of human behaviour and it is a leader's motivation which differentiates between good and poor, or great and good leadership. Participants gain practical insights to help them motivate themselves and help others to reach their potential:</p> <ul style="list-style-type: none"> • Get the answer to “can you ever motivate someone else”? • See the high cost of low engagement • Find out the main drivers of worker discretionary effort • Apply the seven fundamental levels of human motivation and find out the levels you are usually at! • Find out how the military experience of three ways to leads maps into seven levels of motivation • Establish the four things leaders must do to create high-performing teams and which are your natural defaults • Uncover the essential way to create a learning organisation and key way to empower your teams • Learn the “quick coaching process” you can use anytime and anywhere • Know why power and control has little to do with leadership (and actually minimises it)

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	<ul style="list-style-type: none"> • Explore how management control stops leadership success and minimizes team capability • Find out the key emotion necessary to lead
What you'll take away:	<ul style="list-style-type: none"> • Aide memoire on key leadership models • Knowing the 7 levels of motivation and 4 ways to lead • Greater clarity on the keys to leadership • Practical insights and skills in coaching excellence • Important insights into yourself • Personal online access for 1-year to a dedicated members page with tools and best practice techniques for creating leadership at all levels • Complimentary <i>Motivational Mousepad</i>
Example Agenda	<ol style="list-style-type: none"> 1. Welcome & introduction 2. The link between engagement and motivation 3. Three key reasons why knowing motivation is important and what it means in the workplace 4. <i>Exercise</i>: Identifying your motivational level and going from "good to great" 5. How human motivation identifies what makes good leadership across all cultures 6. Uncovering the four ways to lead and your default style 7. Leadership and listening versus power and control 8. Coaching versus mentoring versus teaching versus counselling 9. <i>Exercises</i>: Coaching process to create leaders at all levels 10. Why you must love to lead 11. Summation & review <p><i>Note</i>: there are many exercises throughout the workshop</p>

Workshop 4	CONFLICT MANAGEMENT – THE ESSENCE OF HIGH-PERFORMING TEAMS
Purpose:	<p>To learn the varying styles and approaches to manage conflict <i>in order to</i> benefit from differences and improve the engagement, productivity and resulting performance of your workforce</p> <p><i>(This workshop also works very well virtually as is highly interactive with many breakouts)</i></p>
Pre-requisite:	<p>The group must have completed Workshop 1 first (LEADERSHIP VERSUS MANAGEMENT) before attending this one</p>
Ideal Business Lifecycle Stage	<p>Organisations who are bringing their staff/teams back into the office after hybrid working or moving to hybrid working from remote working.</p> <ul style="list-style-type: none"> ○ Early Growth (i.e. approx. 0-3yrs) ○ Transition (i.e. Established business experiencing a significant transition event such as an acquisition)
Business Triggers for this Topic	<p>Despite major benefits, the focus on diversity and inclusion is increasing conflict. Or there is more conflict as staff come back to the office (many teams seem to have “lost” some of their interaction skills after working remotely for some time)</p>
What you’ll learn:	<p>Conflict is almost inevitable with never ending change and more diverse and stressful work environments (such as hybrid work). Conflict in organisations not only leads to higher burnout and lower output but it also directly increases turnover. Did you know that it costs about 300% of a senior employee's salary to replace them? (And it is still about 150% of salary for lower level employees)?</p> <p>Participants learn how to both minimise and benefit from conflict at work and in life:</p> <ul style="list-style-type: none"> • Understand the three stages of conflict • Identify the two main types of conflict and your natural bias • Recognise and understand the five conflict styles of others so that you can respond productively • Adapt your two default conflict styles and use them to lead effectively • Assess conflict situations and apply the most appropriate modes • Practise using different conflict-handling techniques to expand your skill and effectiveness in dealing with conflict • Predict your effectiveness in different situations

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	<ul style="list-style-type: none"> • Discover the importance of knowing when to negotiate rather than compromise, and when to split the difference • Stop “difference” turning into discord and then dispute
What you'll take away:	<ul style="list-style-type: none"> • Aide memoire on conflict process and actions • Knowledge of your default conflict mode and when/how you can use other modes • Practical strategies for dealing with conflict involving different types of people and various conflict situations • Personal online access for 1-year to a dedicated members page with tools and best practice techniques for conflict management • Conflict Style Reference Guide with 6 Barriers to Conflict Resolution
Example Agenda	<ol style="list-style-type: none"> 1. Welcome & introduction 2. The three stages of conflict and using them productively 3. Linking the Work Life Mindset model on life to your bias on the main type of conflict 4. <i>Exercise:</i> Using a task delegation model to clarify the potential problem and avoid conflict and poor 5. The five ways to deal with conflict and your default style 6. <i>Exercises:</i> Timing, underuse, overuse and the key wording for each of the five styles 7. Negotiating or compromising: not splitting the difference 8. The Dark Triad and what it means for your approach to conflict 9. <i>Exercise:</i> Practical exercise using the Learnt model to solve a conflict 10. How you must deal with different genders and generations 11. Summation & review <p><i>Note:</i> there are many exercises throughout the workshop</p>