

Special timing only this time 6pm Egy 7pm KSA 8pm UAE

#127th Marketing Club

7th Dubai 87th Business Club

Marketing Leadership in **VUCA** World

Tuesday 30-1-2024

6 PM EGY **7 PM** KSA **8 PM** UAE

FOUNDER & HOST

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Leadership in VUCA world

Tamer Abbas

Jan. 2024

Marketing Club



What is VUCA?

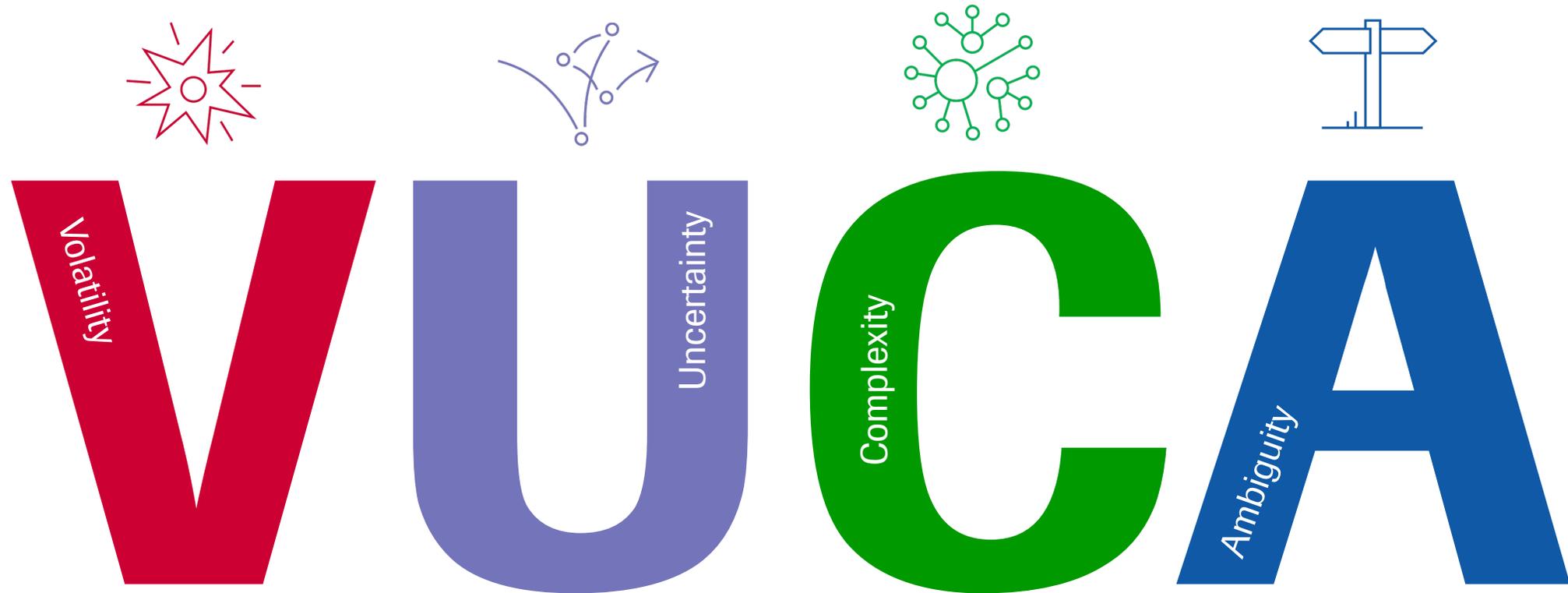


What is happening with the World?

- Covid19
- Russia – Ukraine
- Gaza
- Inflation – economy recession
- Downsizing
- AI evolution



External forces are reshaping leadership and driving us to think differently It's a VUCA world



Outcomes of VUCA & How to lead?



Outcomes:

- Confusion
- Stress – conflicts
- Politics & Agendas
- AI evolution

What do we need?

- Self awareness – priorities
- Positive mindset & Clarity
- Emotional intelligence (stress management and conflict resolution)

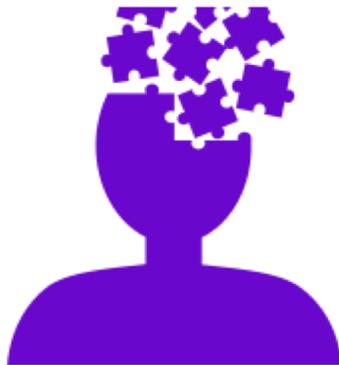


Leadership & Mindset



But what makes a great leader?

Mindset



Behaviors



But what makes a great leader?

Fixed mindset

- Low self awareness
- Feedback is a criticism
- Avoid challenges
- Give up easily/ blame others
- Others are threat and competitors.
- Stressed under uncertainty

Growth Mindset

- High self awareness
- Feedback is a gift
- Embrace/ enjoy challenges
- Never give up/ assume accountability
- Collaborative
- Composed/ adapt quickly



When you think differently you will act differently:

From

CONSERVATIVE



To

EXPERIMENTING AND RISK TAKING

PERFECTIONIST



PRAGMATIC

CONTROLLING



TRUSTING and **COLLABORATING**

CONSENSUS



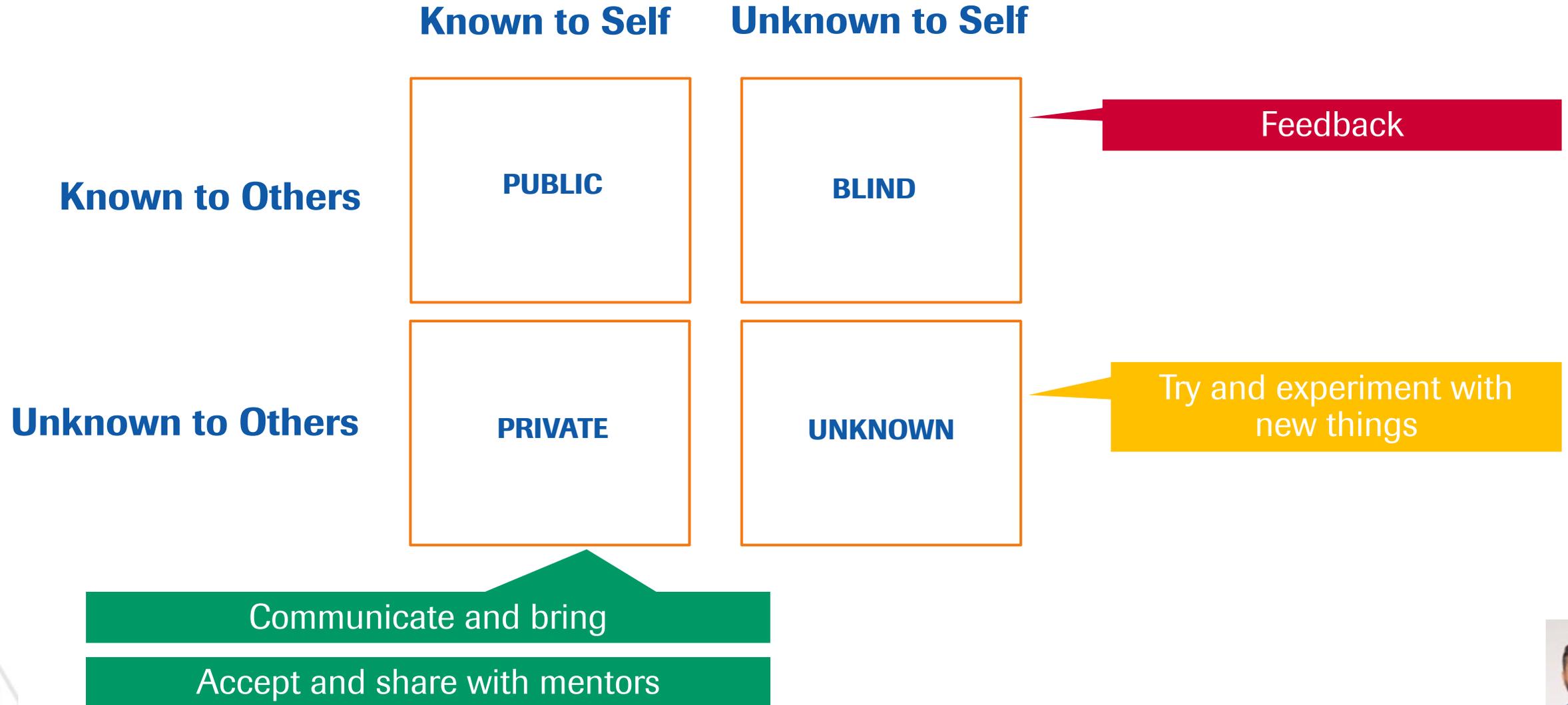
QUESTIONING and **CHALLENGING**



Understanding Self



The Johari Window

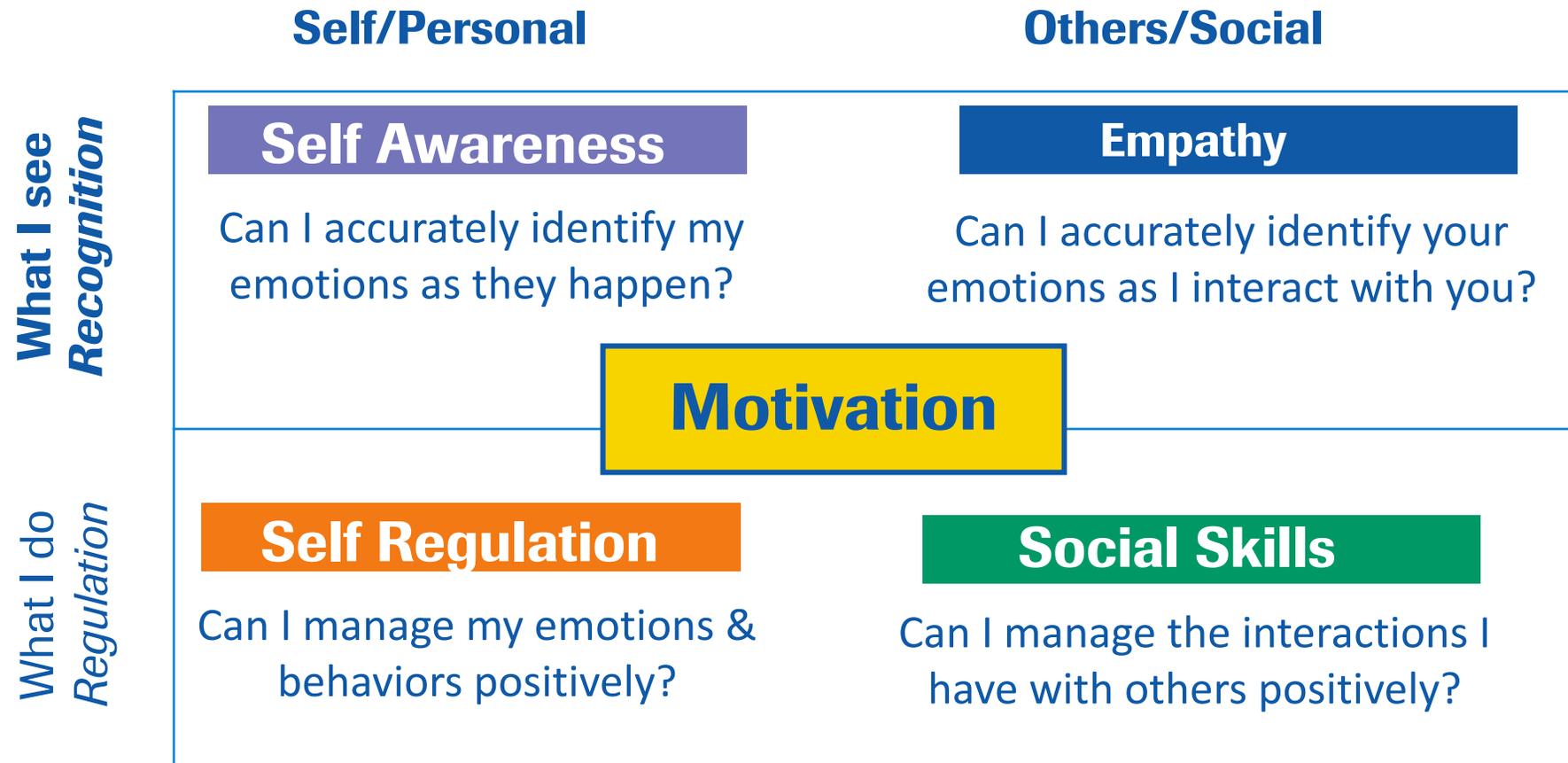


The background features a hand reaching out to touch a glowing digital network. The network consists of numerous human silhouettes connected by lines, set against a blue background with light trails and a grid pattern. A semi-transparent orange banner is positioned across the middle of the image.

Emotional intelligence



4. Emotional intelligence



What is Emotional Intelligence?

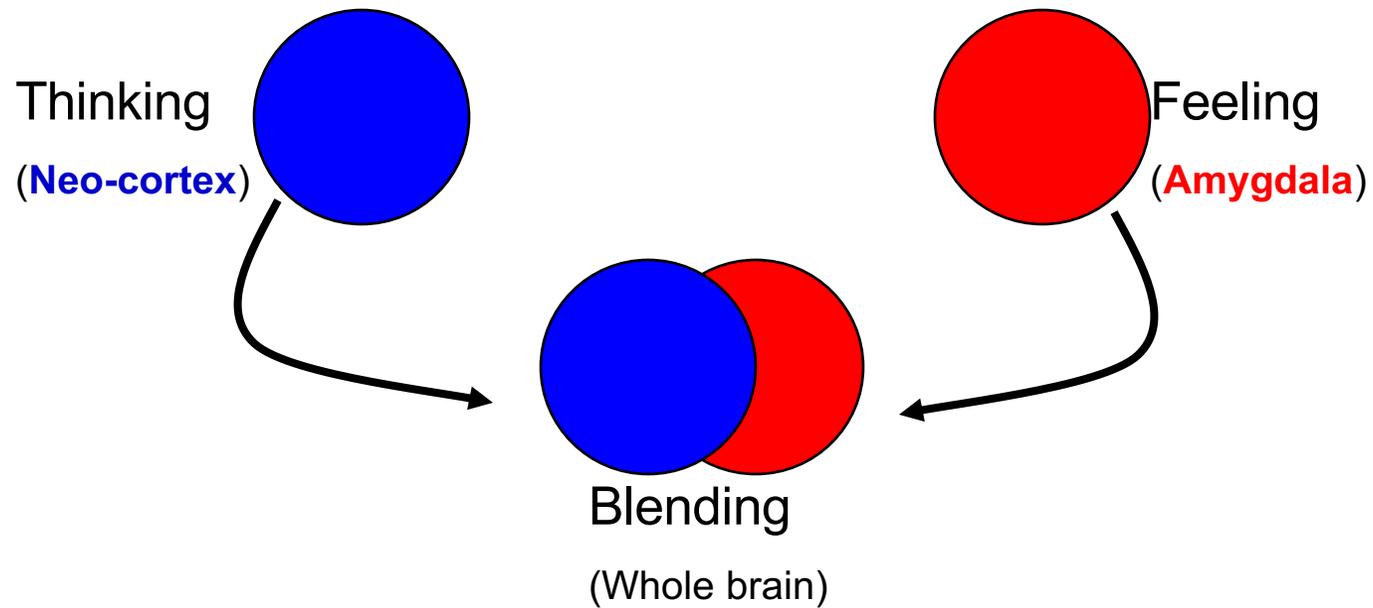
- A **conscious effort** where a person...
 - Identifies his/her current emotional state,
 - Determines the emotional trigger or source of the emotional state, and
 - Chooses a reaction from a range of possibilities.

Marcia Reynolds, Outsmart Your Brain, 2004



EQ is Blending

- We are most powerful when emotion and thought work together...



1. Self awareness: Early Warning System

Your body is your EWS...

... it responds to the amygdala
in .85 milliseconds!



2. Self regulation: SOSS

- **S**oss – Stop
- **s**Oss – Oxygenate
- **so**Ss – Strengthen Appreciation
- **sos**S – Seek Information

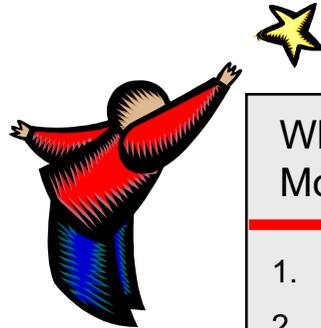


3. Motivation

- What is motivation?
- Is it extrinsic or intrinsic ?



What Motivates People?



What Managers Think Motivates Employees	What Motivates Employees
1. Good wages	1. Appreciation
2. Job Security	2. Interesting work
3. Promotion opportunities	3. Feeling "in" on things
4. Good working conditions	4. Job security
5. Interesting work	5. Good wages
6. Loyalty from management	6. Promotion opportunities
7. Tactful discipline	7. Good working conditions
8. Appreciation	8. Loyalty from management
9. Sympathetic help with personal problems	9. Tactful discipline
10. Feeling "in" on things	10. Sympathetic help with personal problems

Sheryl & Don Grimme, GHR Training Solutions (1997-2001)



Motivator Factors

- Based on an individual's need for growth
- When they exist, motivator factors create job satisfaction
- Only true job motivators – provided hygiene factors have been satisfied
- What are some examples of “motivator factors”?
 - achievement recognition
 - interesting work responsibility
 - advancement growth
 - quality interpersonal relationships leadership focusing on people



4. Empathy

- Your ability to accurately recognize emotions in other people and understand what is really going on.
- This often means understanding what other people are thinking and/or feeling, even if you don't think/feel the same way.
- Can I accurately identify your emotions and tendencies as I interact with you or a group?*



Sympathy versus Empathy

What is Sympathy?

A relationship in which whatever affects one person affects the other in a similar way

e.g. *You're frustrated, therefore, I'm frustrated.*

What is Empathy?

The identification and understanding of the thoughts or feelings of the other

e.g. I can see that you are frustrated. *What is frustrating you?*



Remember Titanic??



Strategy: Intention vs. Impact

- Don't confuse *impact* with *intention*.

We judge ourselves by our...

Intention

- We judge others by their...

Impact



5. Social Skill

- Your ability to use your awareness of your emotions and the emotions of others to manage interactions effectively.
- Letting emotional awareness guide clear communication and effective handling of interpersonal tension.
- Can I manage the interaction I have with others constructively and to a positive outcome?*



What Do You Think?

- Harvard Business Review
- What percentage of business issues are due to **the lack of inter-personal communication skills** not the competencies of the parties?

87%

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Effective Communication



- A two-way process in which the listener interprets the speaker's message **the way the speaker intended.**



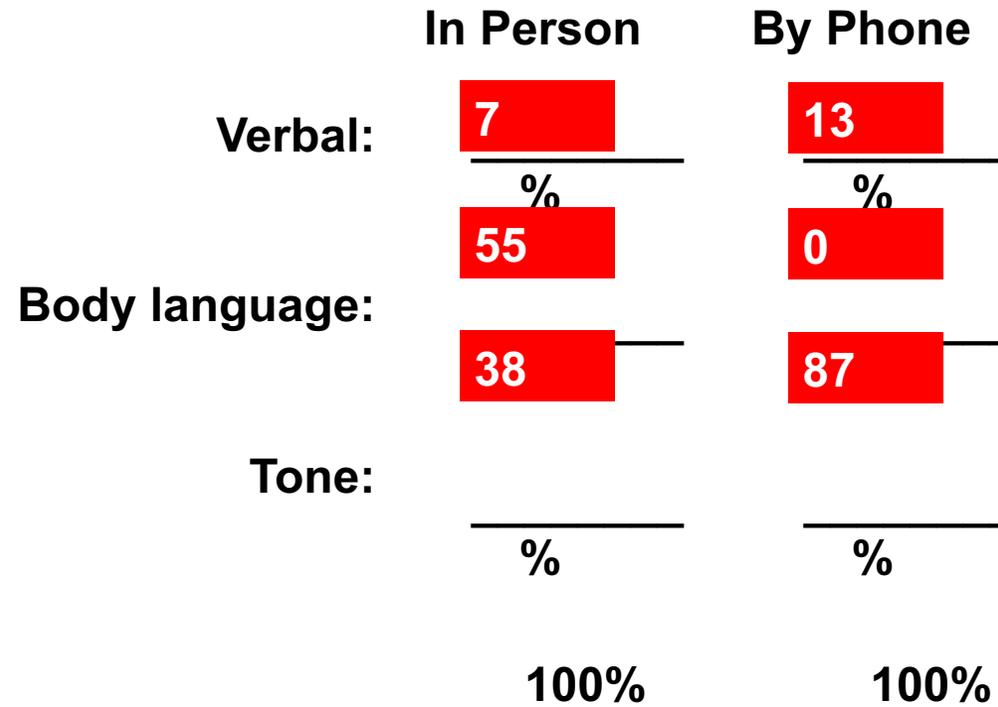
Elements of Communication



1. Environment
2. Tool & Timing
3. Sender
4. Receiver
5. Message



3 Ingredients of Communication



Components of Emotional Intelligence

SELF-AWARENESS

The ability to recognize and understand your moods, emotions, and drives, as well as their effect on others.

- Self-confidence
- Realistic self-assessment
- Self-deprecating sense of humor

SELF-REGULATION

The ability to control or redirect disruptive impulses and moods. The propensity to suspend judgment to think before acting.

- Trustworthiness & Integrity
- Comfort with ambiguity
- Openness to change

MOTIVATION

A passion to work for reasons that go beyond money or status. A propensity to pursue goals with energy & persistence.

- Strong drive to achieve
- Optimism, even in the face of failure
- Organizational commitment

EMPATHY

The ability to understand the emotional makeup of other people. Skill in treating people according to their emotional reactions.

- Expertise in building and retaining talent
- Cross-cultural sensitivity
- Service to customers

SOCIAL SKILL

Proficiency in managing relationships and building networks. An ability to find common ground and build rapport.

- Effectiveness in leading change
- Persuasiveness
- Expertise in building and leading teams

Source: Harvard Business Review, © Nov-Dec 1998, pp 92-102



What should I do? Action

- Know self – starve for feedback
- Surround yourself with good people
- Work on your mindset – be honest
- Empathy & communication are the KFY
- Experiment things



Thank you

Q&A



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