




Inspiring Leadership based on Engagement

Presenter : Marinma Dorado
 Msc. Petroleum Engineering, Imperial College, London 1994
 Founder, The Big Crew Change







Marinma Dorado's BIO

- Bachelors Degree in Chemical Engineering (Madrid, 1992)
- MSc. Petroleum Engineering (Imperial College, London, 1994)
- MBA, (Imperial College Business School, 2004)
- 18 years Business Development, Oil & Gas Markets, Houston& London
- 5 years with her own Consulting Company, The Big Crew Change: Business Coaching and Consulting for companies and individuals in the areas of improving engagement and tangible results, leveraging the power of passion and clarity of purpose.
- Workshop presenter for SPE Netherlands (March 2016) & ATCE Dubai (Sept. 2016)




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Why are you here?



- What resonated for you from this 'Webinar' summary?
- What are your expectation for this workshop?


3

Poll Question



Are you a...?



Introduction



- Why this topic now? It has been spearheaded by the Soft Skills Committee from the SPE
- What is the Soft Skills Committee?
- Why are these topics important for Petroleum Engineers?
- How are the values and purpose of the SPE connected with these topics?



Webinar Objectives



- Linking purpose & business passion with productivity, innovation and profits.
- Making the case that purpose and inspiring leadership is possible for both individual contributors and Managers.
- Providing you with tangible tools to activate, sustain and anchor engagement and become an inspiring leader.



2 perspectives



- From the team Manager's perspective:
 - Is it possible to increase the engagement and clarity of my team members so they can prioritize better?
 - How can I light their fire and desire to create a great and lasting result without using the stick and carrot approach?
- From the individual's perspective:
 - How can I increase my own engagement , productivity and energy?
 - How can I work in a more sustainable way, with less stress and more success? How can I prioritize better?



Gallup identified 3 types of employees

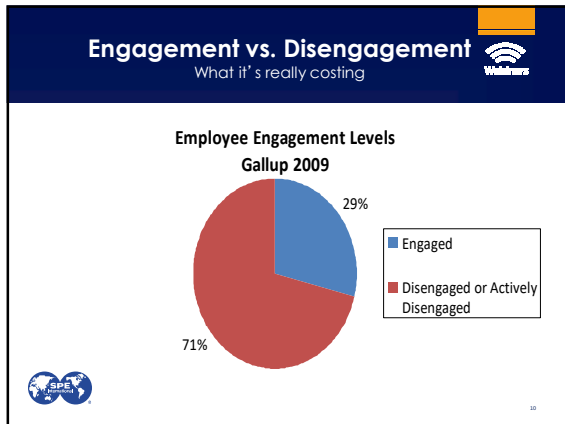


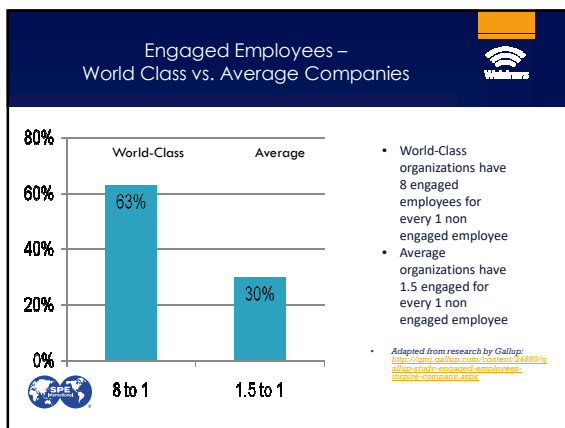


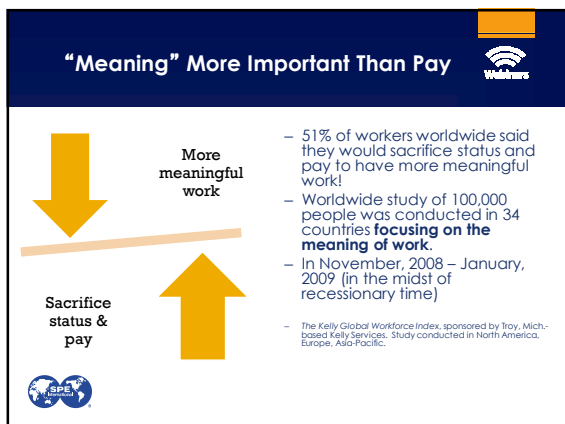
The Three Types of Employees

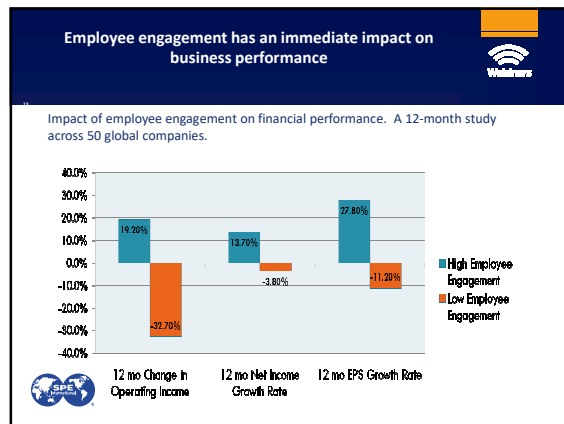


1	ENGAGED employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.	☐ Gallup estimates that actively disengaged employees cost their companies about \$16,000 per year. ☐ If we are generous we will say a "not engaged" employee is revenue neutral (and this is probably quite generous). ☐ We estimate that an engaged employee creates at least \$32,000 per year in additional revenue for the company. Adapted from research by Gallup: http://qmi.gallup.com/content/4680/gallup-study-engaged-employees-insure-company.aspx
2	NOT-ENGAGED employees are essentially "checked out." They're sleepwalking through their workday, putting time – but not energy or passion – into their work.	
3	ACTIVELY DISENGAGED employees aren't just unhappy at work: they're busy acting out their unhappiness. Every day, these workers undermine what their engaged coworkers accomplish.	









Poll Question

What region of the world do you come from?

We know we want Engagement, So how do we get it? (For individuals)

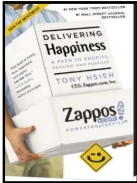
- Everyone can be an inspiring leader
- Be the leader that you would want others to be
- You can connect with your purpose and inspire others with your clarity and passion
- We must take responsibility for managing our own energy before we can lead anyone
- As an example, a Manager in the ATCE Dubai explained an anecdote of how he connected with his purpose.

THE LEADER WHO HAD NO TITLE
ROBIN SHARMA

We know we want Engagement, So how do we get it?
(For Managers)



- You can have an effect on a large team by helping discover the organization's purpose
- Stay away from "cliches" (People, Safety & Environment), sounds familiar?
- Involve the team (In the book "Delivering Happiness", Tony Hsieh, Zappos' CEO, explains how they involved their staff to get their purpose
- Come up with an energizing statement that rings true for all the employees (Discover your purpose, don't Engineer it!)
- Believe on it and Live by it!





Poll Question



Who is your employer?



3 Steps to Achieve Sustainable Engagement



1. Activate the Engagement (with the Power of Clarity)
2. Sustain the Engagement (by aligning with Perfect Customers)
3. Anchor the Engagement (with the Energy of Celebration)





Engagement is activated when...

- You realize that the Company you work for allows you to exercise what is meaningful for you, to live your Work Passions & Purpose
- You know that by exercising your Purpose & Work Passions, you are contributing to the better functioning and profitability of your organization

Let's get started!: Activating Engagement by connecting with the Clarity of our Purpose

- To have a Why is what produces engagement
- It is possible to discover our purpose by a process of introspection
- I have a series of 6 questions that will get you there
- I give credit to Chris Atwood and Janet Bray Atwood from The Passion Test Companies, for this process

The thumbnail image shows a presentation slide titled "IGNITE THE PASSION" with a subtitle "Discover your purpose and live it every day". It features a list of six questions and a photo of two people.

Find your Unique Contribution/Purpose 
Benchmark question: What is the purpose of your business/activity? 1. What do you do differently than any other business? 2. How do you contribute your gifts, talents & expertise? 3. What qualities do you bring to your business/activity that helps sets that activity apart from similar ones? 4. What part of your business brings you the most joy and satisfaction? 5. If you could ONLY do one thing, what would it be? 

Find your Unique Contribution/Purpose (Cont.) 
Circle the Key words in each sentence and put together a statement with those key elements that resonate with you. Your statement is.. The purpose of my business or activity is... Compare that with the initial benchmark statement. 

What happens when you connect with your Purpose.. 
1. You Activate your Engagement and inspire others 2. You have a WHY to go to work every day 3. You connect with your desire to serve- It's not work, It's Service 4. A sense of joy and fulfillment because you are being of service in a way unique to you 5. You take more action, have more productivity, are more focused and produce better results. 6. That makes you even more clear of your Purpose ,more engaged and more inspirational to others! 

Your Work Passions are also important



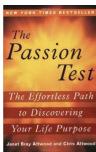
- In an industry that “fuels” the world, in many cases people are not connected with their internal “fuel”.
- Once you discover your 5 Top Work Passions and choose in favor of them, you have more Energy.
- The key to prioritize what Drives you at work with a system of elimination from top to bottom.
- Each step of the way you ask yourself what is more important to you, more meaningful.



The Key to create passionate work is to choose what has meaning for you



- When you face a choice, a decision or an opportunity, choose in favor of your Work Passions
- You can learn a set process to prioritize or you can create your own list-the key is asking yourself what has meaning for you.
- “Meaning is the new money”-David Pink




Let's Make it Tangible: KPIs for Engagement/Passion



- The Markers are the evidence that you are fully engaged.
- There are signposts of progress and something to aim for.
- When markers are relevant they inspire and capture your heart and head.
- There are observable and measurable.
- A well-written marker: there can be NO doubt in your mind when it has occurred!



But it needs to be sustainable!!



- Coming back to the 3 steps for Sustainable Engagement:
- 1. Activate the Engagement (with the Power of Clarity)
- 2. Sustain the Engagement (by aligning with Perfect Customers)
- 3. Anchor the Engagement (with the Energy of Celebration)



Step 2: Sustain the Engagement



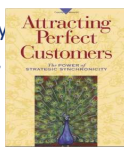
- When we reach out to others with our passion, some times we find skepticism or negative criticism
- We need perfect internal and/or external customers that are aligned with our purpose and passions
- Customers are everyone that contribute to the achievement of our goals with their work, energy, time or money
- Without Perfect Customers your Passion/Engagement will fizzle out



5 Elements to Perfect Customers



- In their book, "Attracting Perfect Customers" Jan Brogniez & Stacey Hall make the case for aligning with perfect customers with flow and ease.
- In fact, they say: "Your perfect customers are looking exactly for what you want to provide"
- A customer is "perfect" for you when they are perfect fit for what you want to achieve, where and how you want to achieve it.



5 Elements to Perfect Customers: Let's do it!

- **DESCRIBE:** The Qualities, Characteristics, and Attributes of my Perfect Customer
- **IDENTIFY:** What makes me and my perfect client TICK?
- **SPECIFY:** What do I want my perfect customer to expect of me?
- **DECLARE:** Who you get to BE to attract what you say you want
- **CHOOSE** Attractive Actions vs. Dazzling Distractions

Step 3: Anchor!

- We have now clarity about our Purpose & Passions,
- and we have a process to align with internal and external customers
- But if we don't measure what we have achieved & celebrate it, we will need to recreate it....

What have you done for me lately?

- We treat ourselves like that. We achieve big things and say : "Yeah, great, what's next?"
- We don't take the time to measure and celebrate our wins
- Without celebration we have the internal feeling of always coming back to square one.
- To keep our Engagement going we need to Anchor the wins that we get along the way.

Slide 32

AAY3 reduce space between bullet points

Andrew Young, 2/24/2017

Summary: let's get Sustainable Engagement. It's possible!



- We have seen that there are Tools available to Activate, Sustain & Anchor Engagement.
- When we are connected with our Purpose and the Purpose of our organization, we are so inspired that we inspire others around us: We become inspiring Leaders!!
- Inspiring leaders help their teams to align with perfect customers
- Inspiring leaders help their teams to celebrate wins!



Poll Question



What parts of the presentation did you find most interesting?





Questions?



