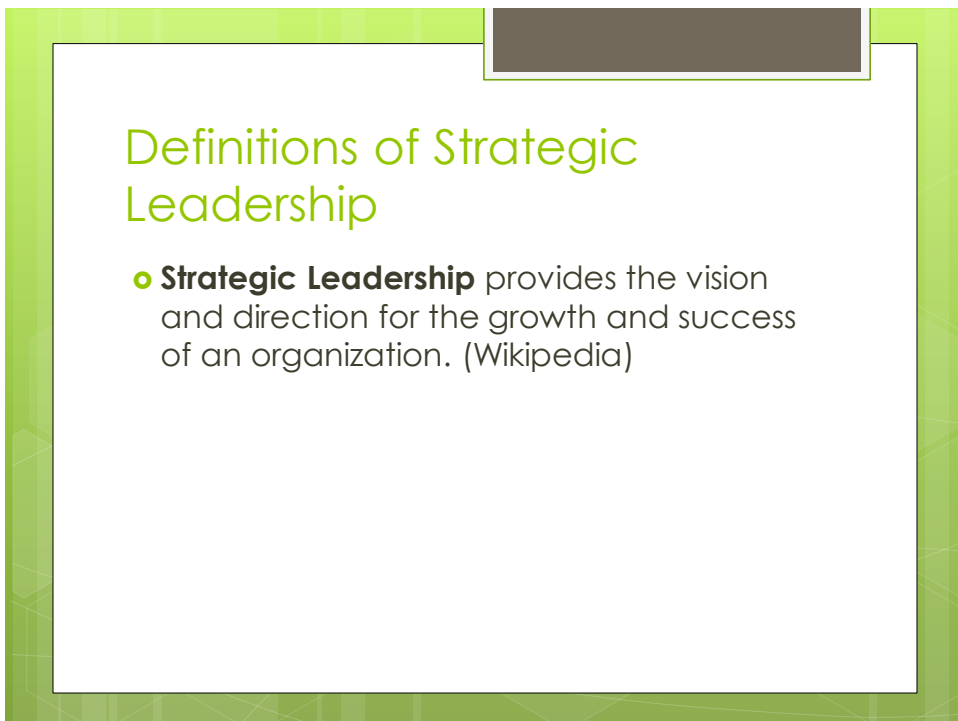


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Transforming Yourself Into a Strategic Leader

Lulac Conference 2011
Cincinnati, Ohio
Jeffrey Vargas, Presenter



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Definitions of Strategic Leadership

- **Strategic Leadership** provides the vision and direction for the growth and success of an organization. (Wikipedia)

Common component - vision

- I skate where the puck is going to be, not where it has been.

Wayne Gretzky



Which sentence best describes you?

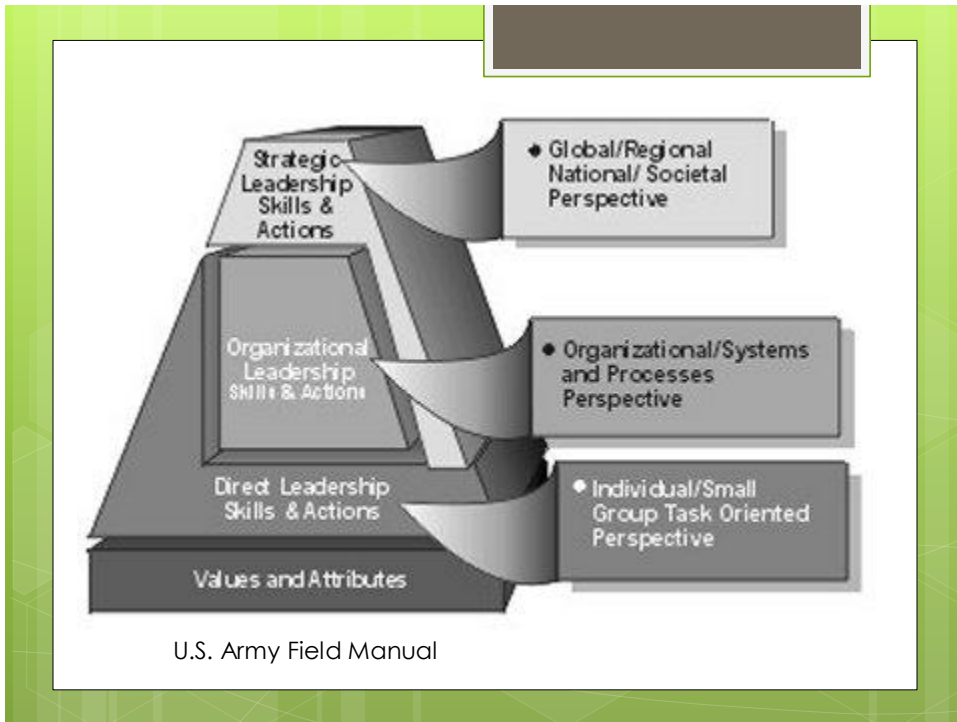
- I lead by **transforming** organizations and people , I give them a vision, and they make it happen.
- I lead by ensuring every detail is completed, I make **transactions** occur with a hitch, without a worry.
- I lead based on my **position and power**. People know who is in charge (me) and they come to me to ask for permission and to figure out what to do, they don't take action unless I tell them too
- I lead by focusing on the experience of the **participant**, I ensure that they feel part of the process and part of the solution.
- I lead by **delegating** and farming out assignments. I always know what 'needs to be done and I'm ensuring that everyone has a task and they are busy getting things completed.

Why do we need to become strategic leaders, what's changed?

- Technology
- Demographics
- Speed to Execution – Immediate Action
- Abolishment of Apprentices Programs
- Success had one dimensional meaning

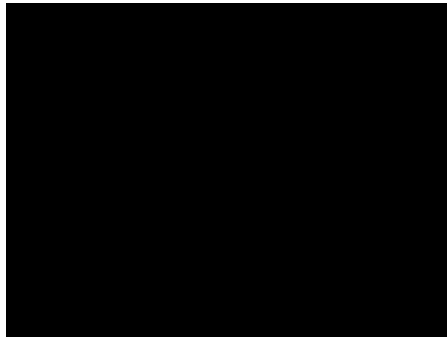
Keys to Transformation

- Collaboration – 24/7, globally, without a lot of boundaries, focused on results
- Create Structure around teams....not functions
- Focus more on the solution than on the politics of change (take a deep breath)



Transformation - Stage One

- Know YOU:
 - Your Leadership Models
 - Your Mission
 - Your Values
 - Your Beliefs
- Know YOUR leadership point of view:
- Know WHAT others should expect from you, and what you should expect from others
- How will you model what you say? How will you TEACH others?



Transformation - Stage Two

- Commit to improvement/commit to change - make your commitment visible, make it real, make it transparent.
- NOTE: A strategic leader is willing to work with others in alliances and agreements to make a more significant intervention than either party would be able to make alone

Transformation - Stage Three

- Making a Plan of Action
 - Include others
 - Focus on collaboration
 - FIRE your EGO.

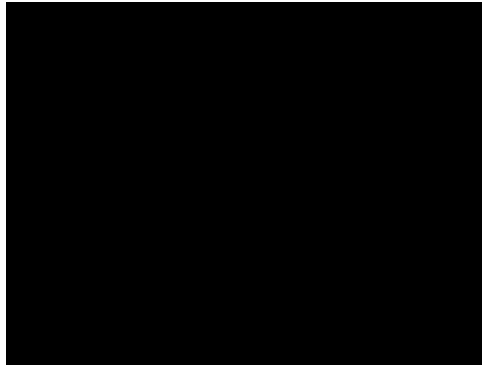
Transformation - Stage Four

- TAKE ACTION
 - Put your plan into place
 - Pay attention to detail
 - Build momentum
 - Be relentless in encouraging others
- FIRE YOUR EGO

Stage Five

- Evaluate your action, make adjustments
 - Listen to others
 - Incorporate ideas
 - Make Changes
- MARKET YOUR SUCCESS
- Thank someone along the way

Strategic Leadership – In Action



Powerful
Brings out our best
Universal
Contagious
Liberating

Activity – apply strategic leadership

- Get in a small group
- Identify one change you want to make in the next 60 days (you only get two minutes to explain the what you want to do)
- Ask for others to give you ideas on implementing (6 minutes for idea exchange), YOU CANNOT ask questions of your teammates – teammates are to stick with providing thoughts/ideas solutions
- Discuss in small group, report out on one idea, the challenge and the solutions

Keys to Transformation

- Hone on your understanding of Timing
- invest their time in developing people and capability for the future of the organization

Closing Thoughts



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