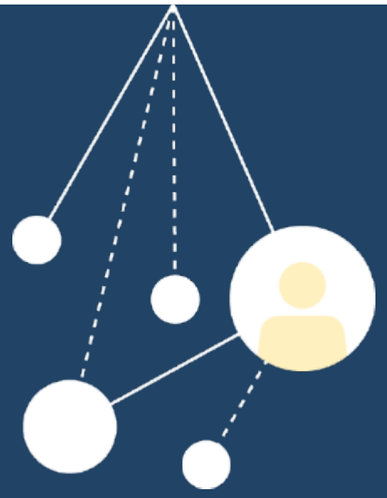


THE
CONNECTOR'S
ADVANTAGE

Connected Leadership

Foster and Retain and Engaged Team

11 Laws of Likability.

Michelle Tillis Lederman

THE **CONNECTOR'S** ADVANTAGE

11 Laws of Likability.

Michelle Tillis Lederman

The Organization's Problem…

TURNOVER

$11 Billion is lost annually due to employee turnover
(Bloomberg BNA)

Only **13%** of employees are engaged worldwide costing more than **$500 Billion** a year
(Gallup)

DISENGAGEMENT

LOYALTY

83% of employees said they planned to look for a new job last year
(Salary.com)

RETENTION

56% of employers reported difficulty retaining high-potential employees
(Towers Watson)

The **#1** Reason people leave their jobs?

The Boss (Payscale)

The Solution: Relationships

RELATED LEADERS =
ENGAGED EMPLOYEES

#1 driver of engagement: Belief management has interest in their well-being and demonstrates people are important to the company's success.
(Towers Watson)

ENGAGED EMPLOYEES =
PRODUCTIVE WORKFORCE

91% of engaged employees try their hardest at work.
(Temkin Group)

PRODUCTIVE WORKFORCE
= BOTTOM LINE IMPACT

Companies with engaged employees, outperform those without by **202%**.
(Dale Carnegie)

Describe A Connected, Relationship Driven Leader …

Cares

Interacts **Authentically**

Listens

Brings **Energy**

Connects

Is **Trustworthy**

Is **Supportive**

Builds **Relationships**

What Is your definition of **Authenticity**?

Authenticity is…

Showing up **open** and **infusing** into your interactions

the **attributes** of yourself that **you value** most.

And… **accepting** and flexing your “**unique charms**”.

Are you being authentic?

Get to

Want to

Should do

Have to

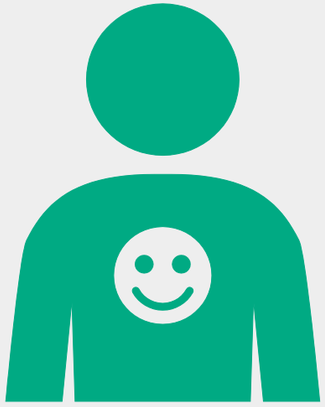
Do it

Delete it

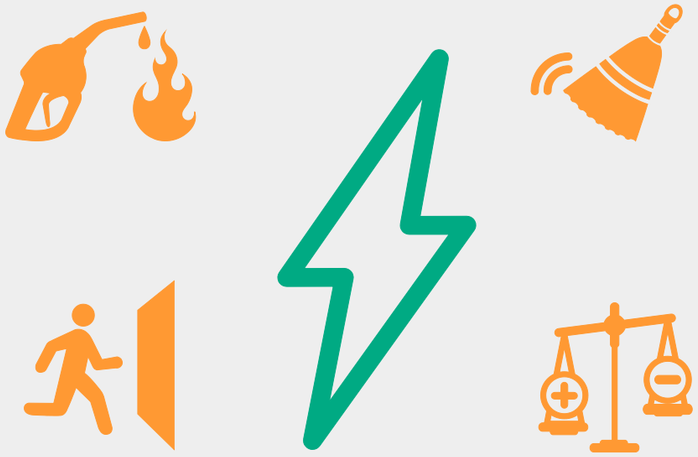
Reframe it

Reframe: Shift Your Energy

Find the good



Invoke real emotion



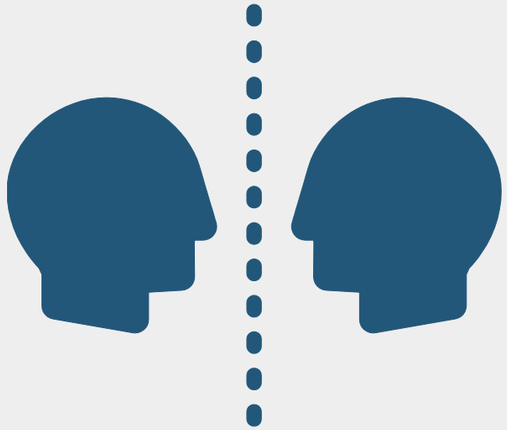
Determine productive energy

Energy is contagious

The Four Pillars of Trust

Authenticity

Vulnerability

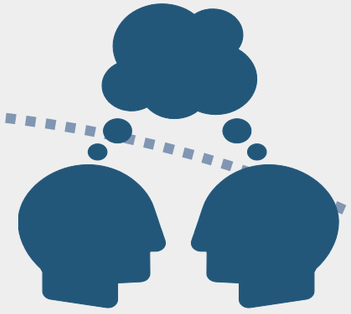


Transparency

Consistency

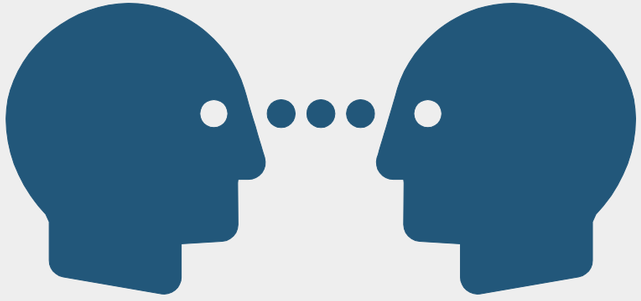
Connect & Give

Introductions



Find Common Ground

Thank / Credit
Admire/ Ask
Advice



Invitations

Share information

Technology / Social Media

Connect Like A Connector

Open &
Accepting

Abundant Thinking

Generous Spirit

Conscientious

Have a
Clear Vision

Trust

Social & Curious

My Gifts To You

www.MichelleTillisLederman.com/GiftPack

- My Top 5 **Success Accelerators**
- FREE assessment to learn your **Networking Type**
- FREE **Interview Preparation Checklist**
- FREE **Personal Branding Worksheet**
- FREE Chapter: The **Law of Giving**

11 Laws of Likability.

Why Getting Connected Matters

Get a Yes, a Job, a Promotion

People would rather do business with a person they like and trust.
(Nobel Prize psychologist, Daniel Kahneman)

Be Influential & Innovative

One of the 6 principles of influence is Liking
Robert Cialdini, Author, Influence

Quantity and quality of relationships predict how innovative you'll be
Journal of the Academy of Marketing

70% with active mentor relationships received a promotion
Harvard Business Review

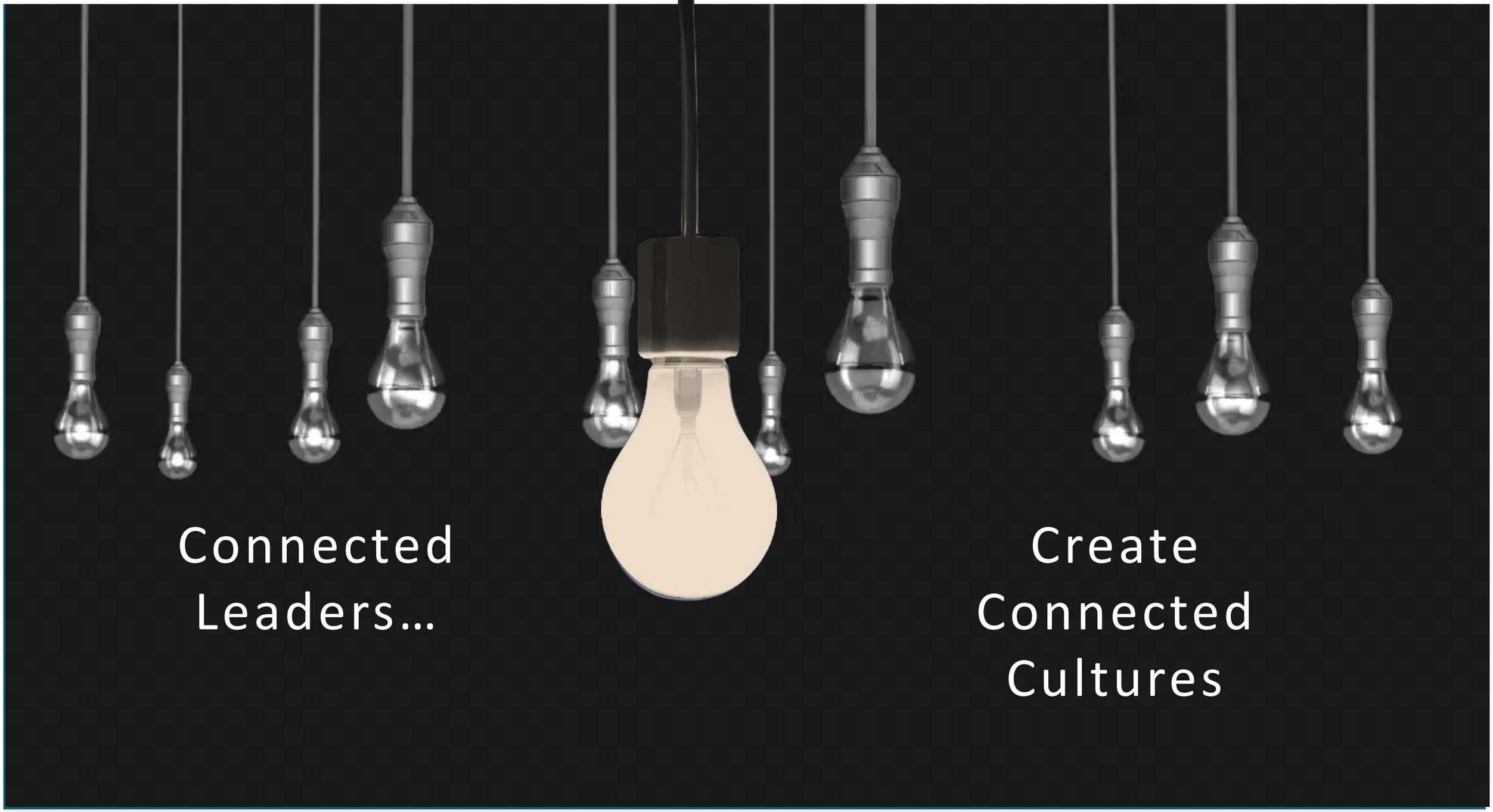
92% of consumers trust referrals and are 4X more likely to buy
(Nielsen)

Get Listened To

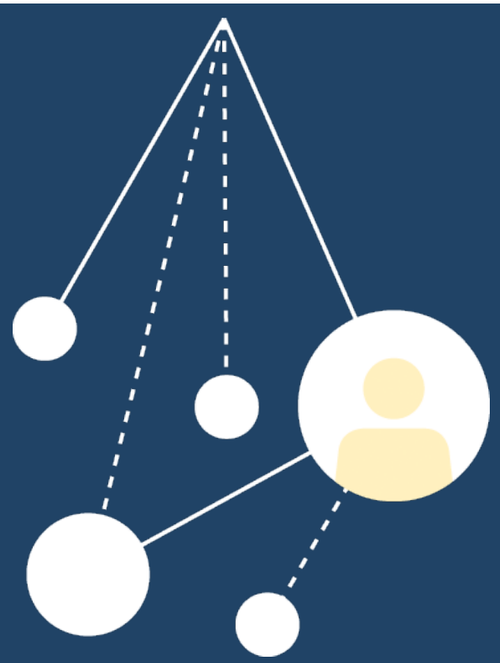
When liked, seen as more trustworthy and ideas are perceived as more credible
Journal of the Academy of Marketing

Be Happy

Close work friendships boost employee satisfaction by 50% and predict happiness at work
Gallup and Journal Of Applied Psychology


Connected
Leaders…
Create
Connected
Cultures

Connect With Me



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