

# ARTISTRY *of* LEADERSHIP

CREATING MEANINGFUL CONNECTIONS®

## THE EIGHT KEYS TO INSPIRED LEADERSHIP®

### WHAT IS ARTISTRY OF LEADERSHIP®?

“What if the most effective artists are also leaders, and the most effective leaders are also artists?” This is the insight of Kevin D. Asbjörnson, MIM, Founder and Principal Performing Artist of Inspire! Imagine! Innovate!™ After 10 years in international business, Asbjörnson concluded that traditional models of leadership were inadequate for the multidimensional demands inherent in leading others. Why? These models fail to tap the individual’s “EQ” (Emotional Quotient) or emotional intelligence – their capacity for such things as self-awareness, creative expression, imagining, and empathy. As a composer, musician, and performer, Asbjörnson knew these to be fundamental competencies of the practicing artist. But he came to believe passionately that they are also essential for highly effective leadership.

Asbjörnson developed a program that integrates the expertise of the practicing artist with the science of leadership. The result is Artistry of Leadership – Creating Meaningful Connections®, an interactive, dynamic professional development experience and keynote event that awakens business leaders to their powers of focus, interpretation, visioning, listening, and innovation. Artistry of Leadership® embraces the principles of the Inspired Learning Model™ of which Asbjörnson is both a master facilitator and practitioner. This model centers on the dynamic interaction between the facilitator, learner and the learning environment — an interaction that inspires self-discovery, insight and wisdom.

During the Artistry of Leadership® program, participants sit around a Yamaha® Grand Piano. Using his original music as a platform, Asbjörnson engages the participants in a leadership “practice session” that involves thinking, journaling and dialogue about their business challenges and approach to leadership. He demonstrates and reveals in each participant the artistic competencies of reflection, insight and intentional listening. In doing so, he empowers the participants to apply their newfound perspective as artists in the workplace to achieve unprecedented synergy and teamwork, enhanced employee productivity, accelerated business performance and other breakthroughs for their enterprises. In short, Kevin reveals how to lead by inspiration, which sparks imagination that triggers innovation.

## THREE PRIMARY OBJECTIVES AND OUTCOMES

Artistry of Leadership® engages and challenges participants to develop their EQ — emotional intelligence — through the practice of creating meaningful connections on the interdisciplinary, interpersonal and intrapersonal levels.

### 1. Artistry of Leadership® draws meaningful connections between the performing arts and the science of leadership.

Artists inspire. Artists bring people together. Artists change the way we think. Artists invent possibilities not previously imagined. Business leaders have the ability to do all of these things too. Bridging the worlds of performing arts and leadership brings a new dimension to leadership, an arena previously perceived mainly as a science.

**OUTCOME:** Artistry of Leadership® ignites in business leaders an artist’s passion, creativity, commitment, and ability to move an audience, qualities that engender followership.

### 2. Artistry of Leadership® promotes meaningful connections among individuals within an organization.

Artful leaders know how to gauge the effect of their own communications, how to reap insights from others, how to acknowledge others’ gifts, and how to inspire others to tap their inherent motivation.

**OUTCOME:** Artistry of Leadership® affirms that a leader who enlists the collective wisdom and combined energy of the individuals in an organization will outperform one who relies strictly on his or her own powers. A leader who creates synergy among members of an organization will see unprecedented levels of productivity.

### 3. Artistry of Leadership® creates meaningful connections within the self.

“Continuous partial attention” is a malady that afflicts most work lives. Consumed with constant “busyness,” we neither take the time to reflect on our actions or to give full, undivided attention to any single person, activity or decision.

**OUTCOME:** Artistry of Leadership® inspires leaders to practice whole person leadership by balancing action with reflection and by exercising engaged attention.

## THE EIGHT KEYS TO INSPIRED LEADERSHIP®

- 1. REACH AND INFLUENCE OF AUDIENCE (RIA)** Reach and Influence of Audience is not achieved through PowerPoint presentations, memos or meetings, but through consistent and deliberate efforts to understand and effectively connect with your audiences including employees, boards of directors, stockholders and strategic partners. Reach and Influence of Audience means more effective communication inside and outside the organization.
- 2. RECOGNIZE THE ACTUAL VS. THE INTENDED IMPACT OF YOUR VOICE** Just as Asbjörnson comes out from behind his piano to elicit participants' responses to his music, artful leaders come out from behind job titles and desks to find out whether their "audience" heard what they intended to say. Just as concert pianists must both tune and tone their instruments, leaders can learn to tune and tone their voices and to anticipate their impact on others.
- 3. LISTEN WITH INTENTION VS. HEAR WITH FILTERS** Listening is itself an art that requires attentiveness, openness to new perspectives, and the ability to draw connections among disparate elements. Rather than hearing with filters, Artistry of Leadership® participants learn to engage in intentional listening.
- 4. FACILITATE SOLUTIONS WITH THE RIGHT QUESTIONS VS. DICTATE THE RIGHT ANSWERS** Leaders sometimes believe they have to have all the answers. However, the art of asking good questions and listening perceptively to others' questions creates better followership — and better solutions — than the habit of dictating answers.
- 5. BALANCE ACTION WITH REFLECTION** "Do, do, do, act, act, act" is the mantra of many organizations. Action without reflection, however, results in premature decisions, wasted effort and mediocre results. Balancing action with reflection ensures individual and organizational learning.
- 6. RECOGNIZE AND ACKNOWLEDGE THE TALENTS OF OTHERS** Many leaders fail to engage the talents of others because they neglect the critical first step of recognizing and acknowledging their gifts. Just as successful artists maximize their own gifts, artful leaders tap into and leverage all of the talent in the workplace.
- 7. A LEADER WHO DOESN'T PRACTICE IS LIKE A PERFORMING ARTIST WHO DOESN'T REHEARSE — THEY BOTH LOSE THEIR AUDIENCE** Leadership is not a right or entitlement; it must be consistently demonstrated, refined and earned. Creating and sustaining meaningful connections reinforces credibility and integrity with employees, customers, stockholders, boards of directors and strategic partners.
- 8. LEADERS INSPIRE PEOPLE; PEOPLE MOTIVATE THEMSELVES** Artists create from deep internal motives. Likewise, individuals in organizations bring intrinsic motivation to their work. Rather than trying to manufacture motivation, an artful leader inspires exceptional work by calling upon others' innate desire to make a difference. This inspiration inevitably fires people's imaginations which in turn triggers innovation.

# THE EIGHT KEYS TO INSPIRED LEADERSHIP® SELF-ASSESSMENT

Please complete the following assessment of your proficiency with The Eight Keys to Inspired Leadership®, in relationship to your current position and organization, using the following scale:

1 = Needs Development      2 = Adequate      3 = Highly Proficient

## The Eight Keys to Inspired Leadership®

1-2-3

1. Reach and Influence of Audience (RIA). \_\_\_\_\_
2. Recognize the Actual vs. the Intended Impact of Your Voice. \_\_\_\_\_
3. Listen with Intention vs. Hear with Filters. \_\_\_\_\_
4. Facilitate Solutions with the Right Questions vs. Dictate the Right Answers. \_\_\_\_\_
5. Balance Action with Reflection. \_\_\_\_\_
6. Recognize and Acknowledge the Talents of Others. \_\_\_\_\_
7. A Leader Who Doesn't Practice is Like a Performing Artist Who Doesn't Rehearse – They Both Lose Their Audience. \_\_\_\_\_
8. Leaders Inspire People; People Motivate Themselves. \_\_\_\_\_

Which two or three keys do you personally consider most important for accomplishing your current performance objectives? Why?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



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