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Rock Star PM – What Does It Take?

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*“What does a **Rock Star PM** mean to you?”*

“ *The knowledge, skills and experience that made you successful and got you here today... may not be the knowledge, skills and experience you need to take you to the next level in your career.* ”

“What Got You Here Won't Get You There”
Marshall Goldsmith

Critical Success Factors



- 1) PM Fundamentals - Execute them very well
- 2) Emotional Intelligence
- 3) Leadership Qualities
- 4) Project Leadership
- 5) Evolve into a Trusted Advisor
- 6) Develop Your Own Personal Brand

What PM Fundamentals

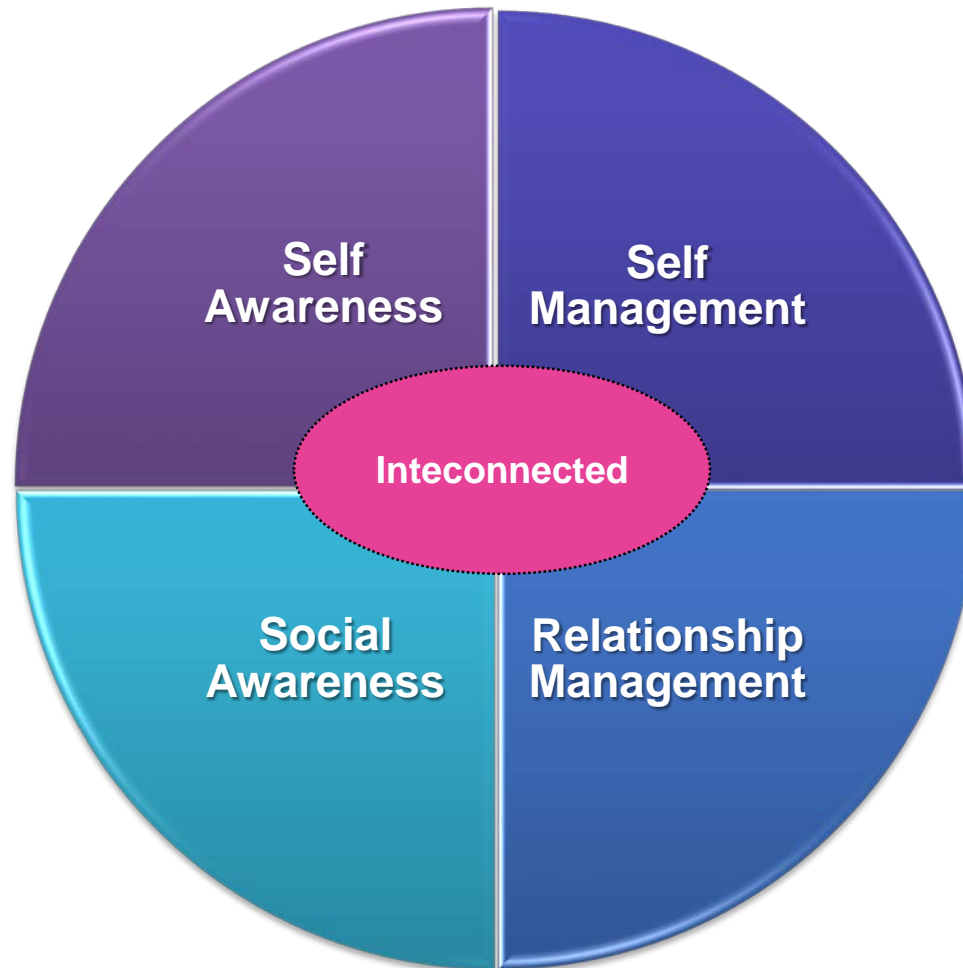
- ❑ **Should we care about ?**
- ❑ **Execute well**

Emotional Intelligence

“Emotional intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships”

Emotional Intelligence 2.0 by Travis Bradberry & Jean Greaves

Emotional Intelligence – Four Skills



EQ – Self Awareness

- ❑ Ability to recognize and understand your moods, emotions and drives, as well as their effect on others
- ❑ High Self Awareness – Clear understanding of what you do well, what motivates and satisfies you and which people and situations that push your buttons

EQ – Self Management

- Once you have self awareness, how do you choose to act?
- Regulate your behavior based on situations and people

EQ – Social Awareness

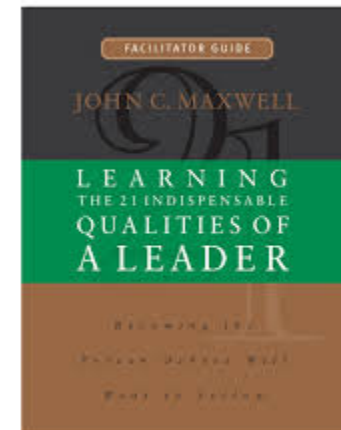
- Ability to identify emotions in other people and understand what's going on in their world
- Listen and Observe
- Build Relationships

EQ – Relationship Management

- ❑ Ability to pick up on emotions in other people and adapt interactions successfully
- ❑ Collaboration and Cooperation
- ❑ Building networks and managing relationships



Leadership Qualities...



Qualities of a Leader



“Leadership truly develops from the inside out. If you can become the leader you ought to be on the inside, you will become the leader you want to be on the outside”

John C. Maxwell

Character



- Are you trustworthy; do you walk the talk
- Do you treat others the way you like to be treated?
- True Leadership involves other people...

“If you think you’re leading and no one is following you, then you’re only taking a walk”

Leadership Proverb

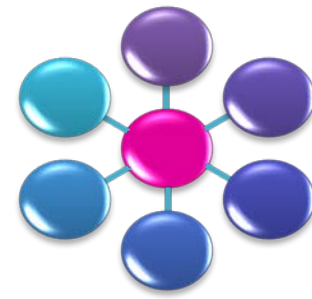
Charisma



- ❑ Ability to inspire and motivate others to perform at highest levels, and to be committed to the organization or the cause
- ❑ It's the ability to draw people to you

“How can you have charisma? Be more concerned about making others feel good about themselves than you are making them feel good about you”

Dan Reiland, VP Leadership Development - INJOY



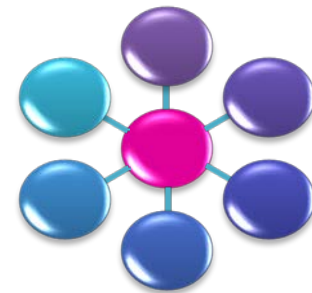
Communication

- ❑ Developing excellent communications skills is absolutely essential to effective leadership!
- ❑ Share knowledge with enthusiasm and sense of urgency

“If a leader can’t get a message across clearly and motivate others to act on it, then having a message doesn’t even matter”

Gilbert Amelio, CEO National Semiconductor Corp.

Competence



- People admire people who display high level of competence
- Do you have a solid understanding of the current reality and vision?

“It’s the ability to say it, plan it, and do it in such a way that others know that you know how – and know that they want to follow you.”

John C. Maxwell

Listening



- ❑ Listen to your Team, Stakeholders, Peers, Mentors
- ❑ Keys to being an effective listener

“I remind myself every morning; nothing I say this day will teach me anything. So if I’m going to learn, I must do it by listening.”

Larry King

Relationships



- ❑ The ability to work with people and develop relationships is absolutely indispensable to effective leadership
- ❑ Keys to cultivating good relationships as a leader...

*“People don’t care how much you know,
until they know how much you care.”*

John C. Maxwell

I've learned that people
will forget what you
said, people will forget
what you did, but
people will never forget
how you made them
feel.

Maya Angelou



Leadership...



- ❑ *Set Vision & Direction*
- ❑ *Align People*
- ❑ *Motivate and Inspire*



Leadership vs Management

Leadership...



*Leadership is the ability to develop a vision
that motivates others to move with a passion
toward a common goal*

Management...



Management is the ability to organize resources and coordinate the execution of tasks necessary to reach a goal in a timely and cost effective manner

Project Leadership...



- ❑ *Evangelize the Vision*
- ❑ *Quarterback the Mission*
- ❑ *Deliver on the Goals/Objectives*

“Project Leadership elevates the role of a project manager from merely a task master to an effective leader and steward of the project and with whom the Business Stakeholder will learn to value as a Trusted Advisor”

Trusted Advisor

- ❑ *What is a Trusted Advisor?*
- ❑ *Do you have a trusted advisor, someone you turn to for advise on your most important professional or personal decisions?*

Trusted Advisor – Basic skills needed



- ❑ *Gain Trust*
- ❑ *Earn The Right To Give Advice*
- ❑ *Give Advice Effectively*
- ❑ *Build Relationships*

What Benefits would you obtain if your stakeholders trusted you more?



Personal Branding

Branding is a marketing strategy that involves creating a differentiated name and image ... in order to establish a presence in the Customer's mind with the intent to attract and keep Customers





Significance of Branding

- Why Do We Brand Things?*
- Do we need to Brand Ourselves?*
- If we Don't, Someone else will...*
- The Product is You!***
- Brand Identity that uses your best and natural talents, sets you apart from others*

Why is it Important to Brand You?



Professional Reputation

- ❖ *Your Image*

- ❖ *Your Passion*

- ❖ *Personality traits*

- ❖ *Others Perception of you*

You will NOT flourish until you learn how to develop your best part – Your natural gifts

- ❖ *Define & Communicate*

Ponder...



"Everyone thinks of changing the world, but no one thinks of changing himself." – Leo Tolstoy



*What is your own personal
Leadership Challenge?*

“ *We must be the change we wish to see in
the world* ”

Mahatma Gandhi

Works Cited: References & Suggested Reading

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- 2) The Trusted Advisor, *David H. Maister*
- 3) Good To Great, *Jim Collins*
- 4) The 21 Indispensable Qualities Of A Leader, *John C. Maxwell*
- 5) Emotional Intelligence 2.0, *Travis Bradberry & Jean Greaves*
- 6) Don't Sweat The Small Stuff...and it's all small stuff, *Richard Carlson, Ph.D*
- 7) What Got You Here Won't Get You There, *Marshall Goldsmith*

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Questions?