Leadership in the Public Sector

What kind of a leader do you really want to be?

+

"The customer" and adaptive leadership

Professor P T Brown
Fulbright Economics Teaching Program
Ho Chi Minh City

Lecture 7 Session 1 + 2 : 23 August 2016

FULBRIGHT Economics Teaching Program

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Brain science gives us the opportunity to
structure our thinking about leadership
around the skills of the limbic leader,

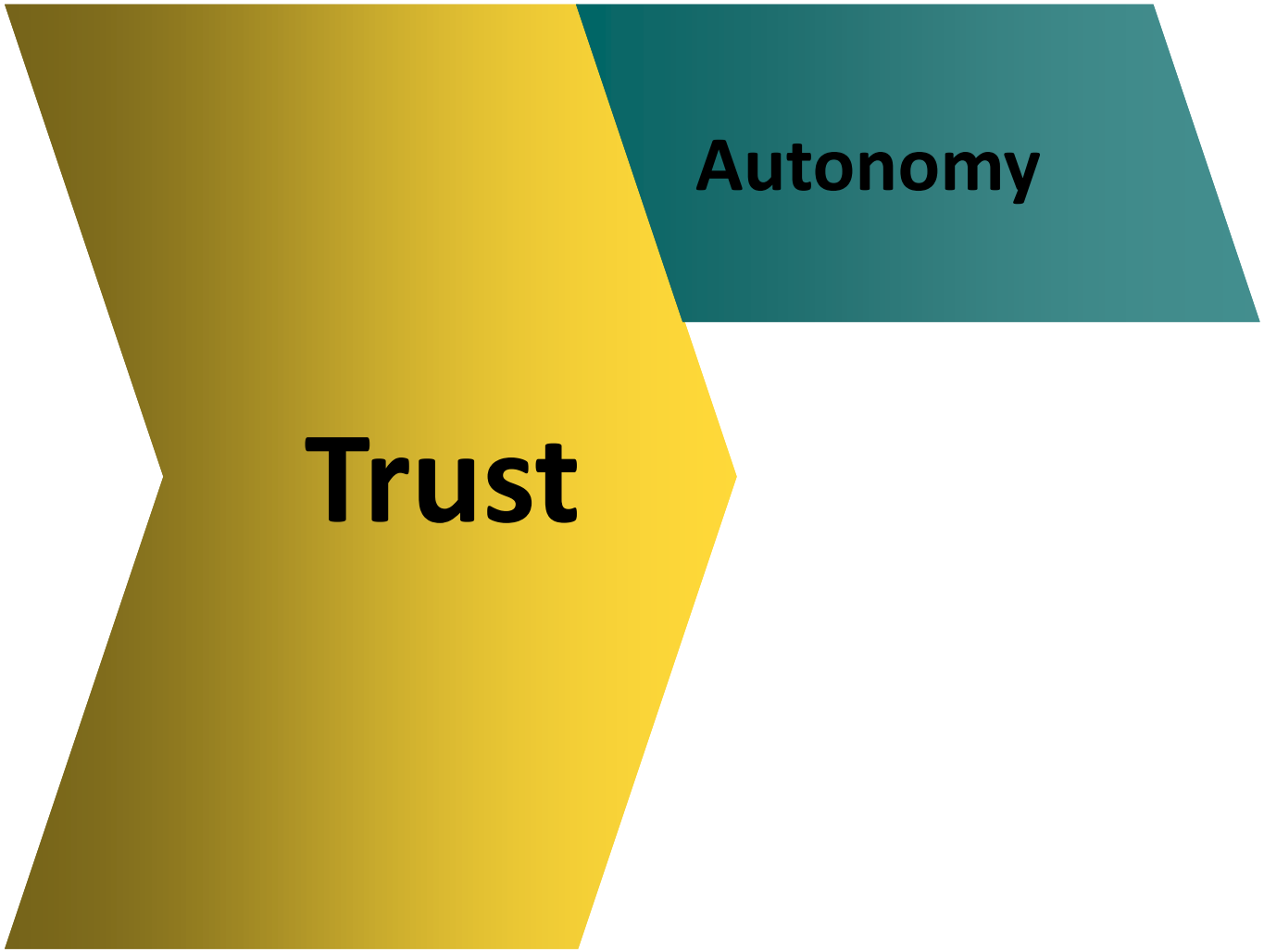
who is known by having the capacity to --

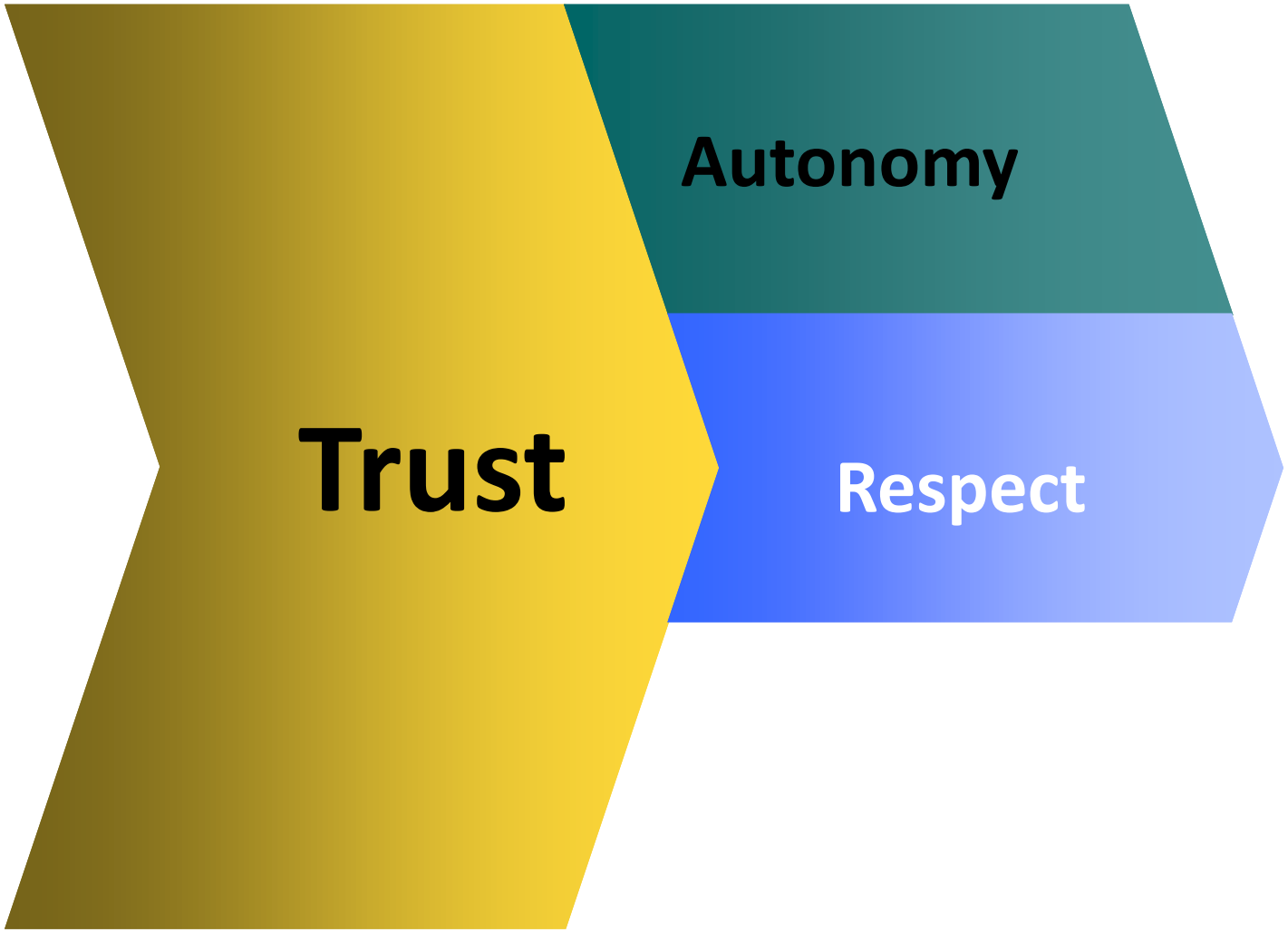
Connect
Be courageous
Be clever enough
Walk own talk
Inspire others into action

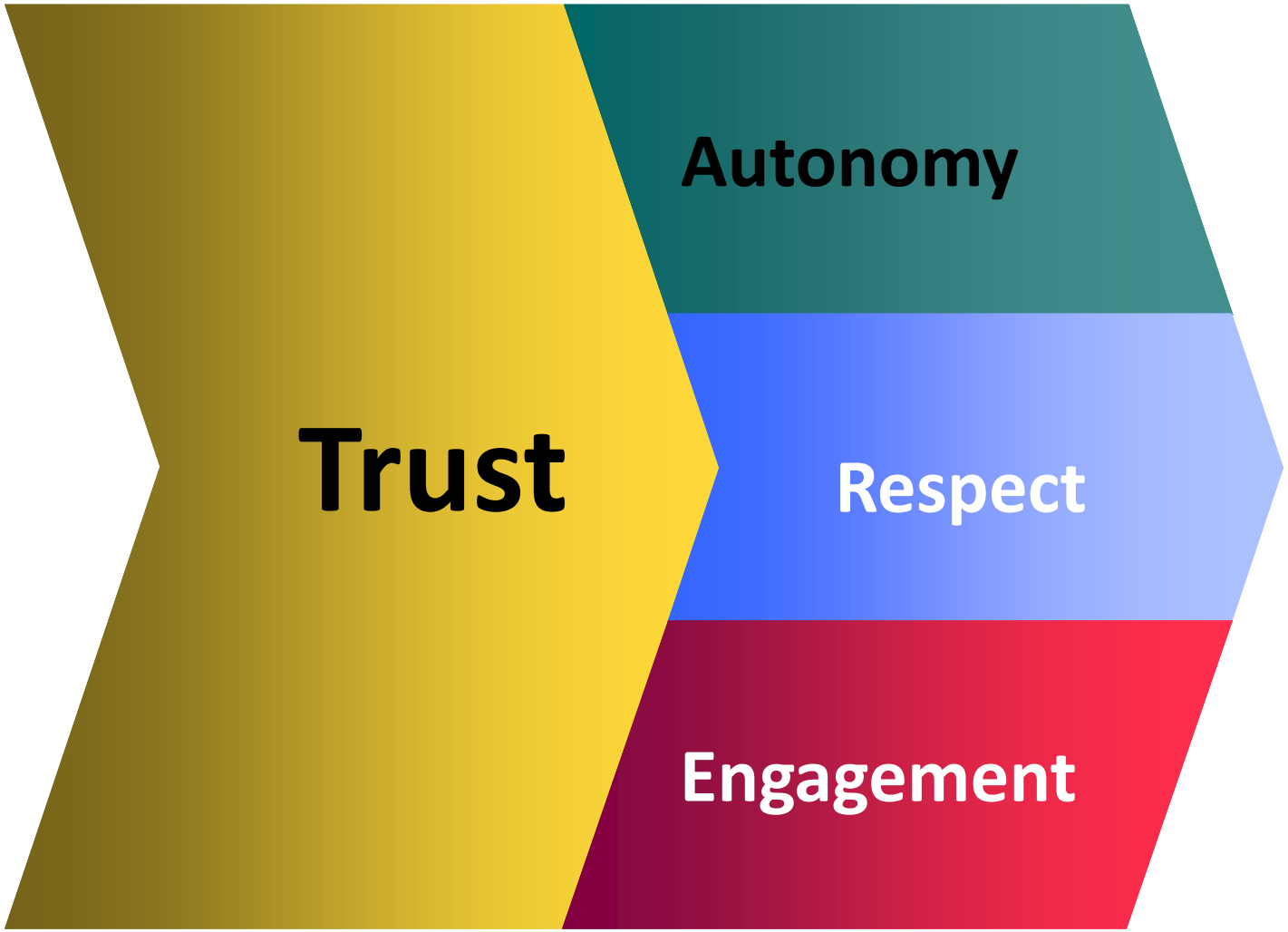
And then he or she
Becomes worth following

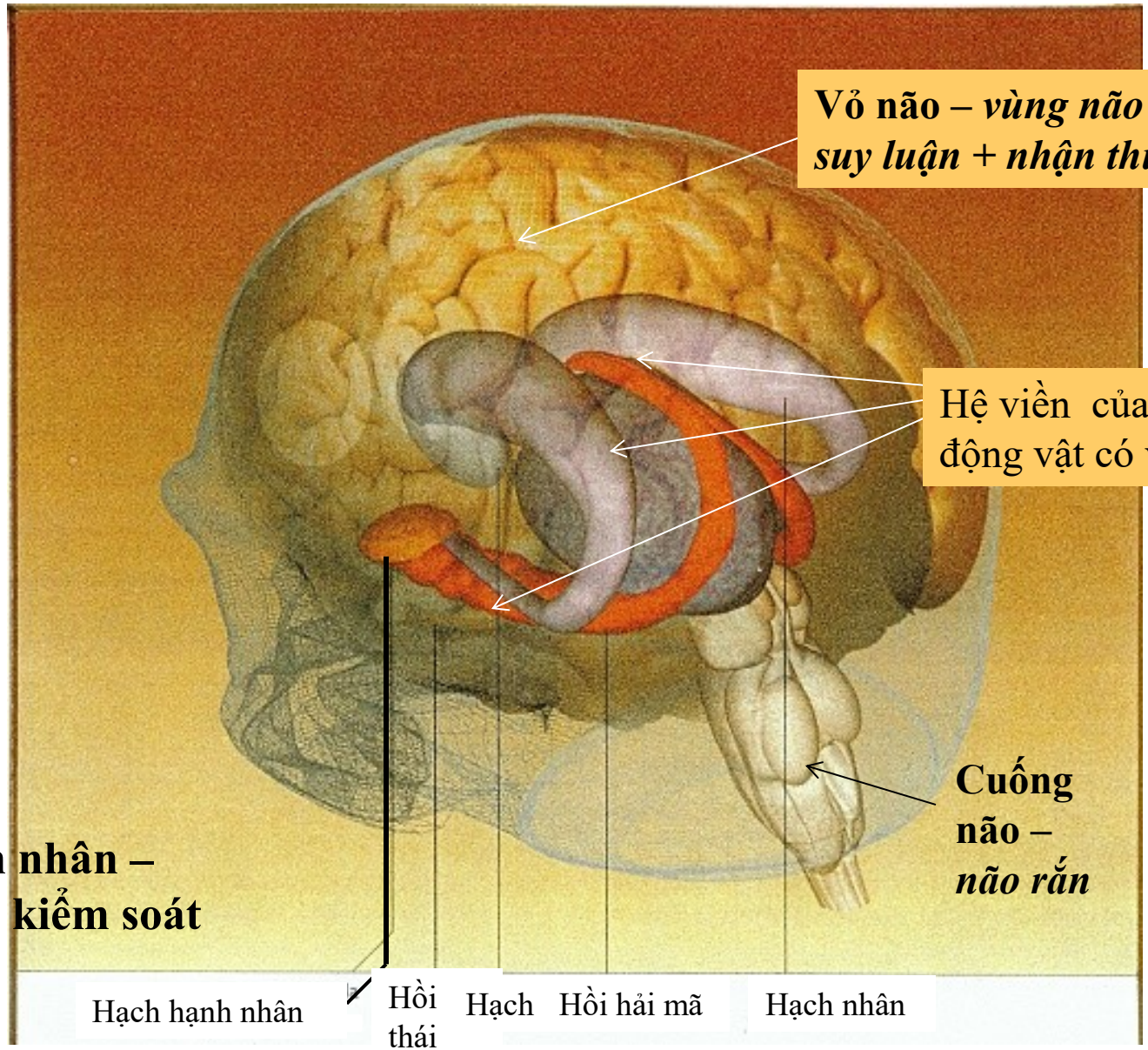
And in all of the above,
the common denominator
is ***trust.***

The best leaders generate …


Autonomy
Trust


Trust
Autonomy
Respect


Trust
Autonomy
Respect
Engagement



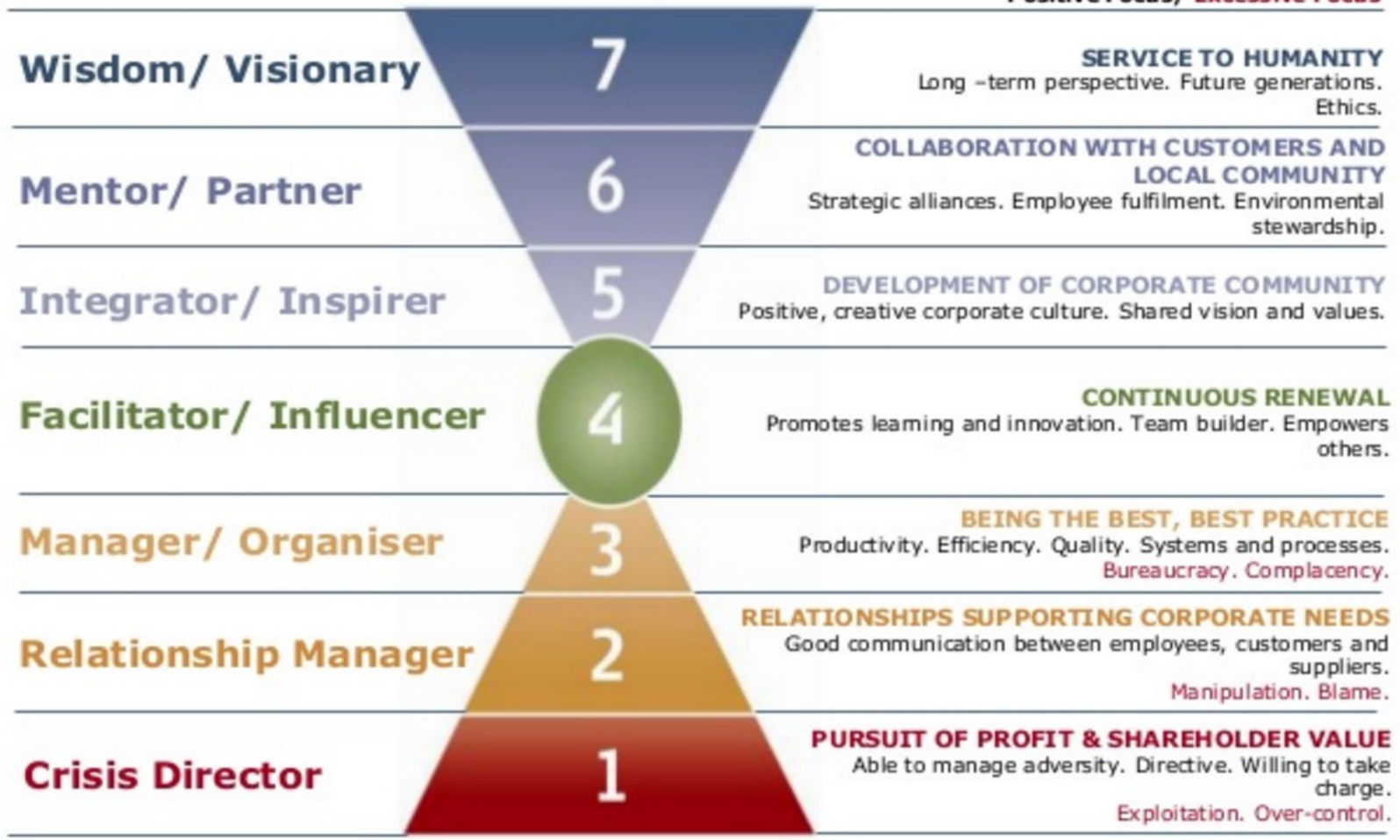
BỘ NÃO gồm 3 phần - cuống não, hệ viền và vỏ não
Carter – Lập *Bản đồ Tâm trí*

Mô hình SCARF

- **S**tatus – Trạng thái
- **C**ertainty – Sự chắc chắn
- **A**utonomy – Quyền tự chủ
- **R**elatedness - Quan hệ
- **F**airness – Công bằng

David Rock: *Managing with the brain in mind.*
Strategy and Business, issue 56, Autumn 2009, reprint no.0926

Seven Levels of Leadership



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Seven Transformations (Action Logics) of Adulthood: Growing "Up"

Center for Creative Leadership

Alchemical – Integrates material, spiritual, and societal transformations

Transforming – Generates organizational and personal transformations

Redefining – Reframes complex problems in unique ways

Achiever – Driven by personal and team achievement

Expert – Focuses on logic and expertise

Diplomat – Wants to belong and fit in

Opportunist – Wins for self in any way possible

Rooke, D., & Torbert, W. R. (2005, April). **Seven transformations of leadership**. Harvard Business Review, 66–77.

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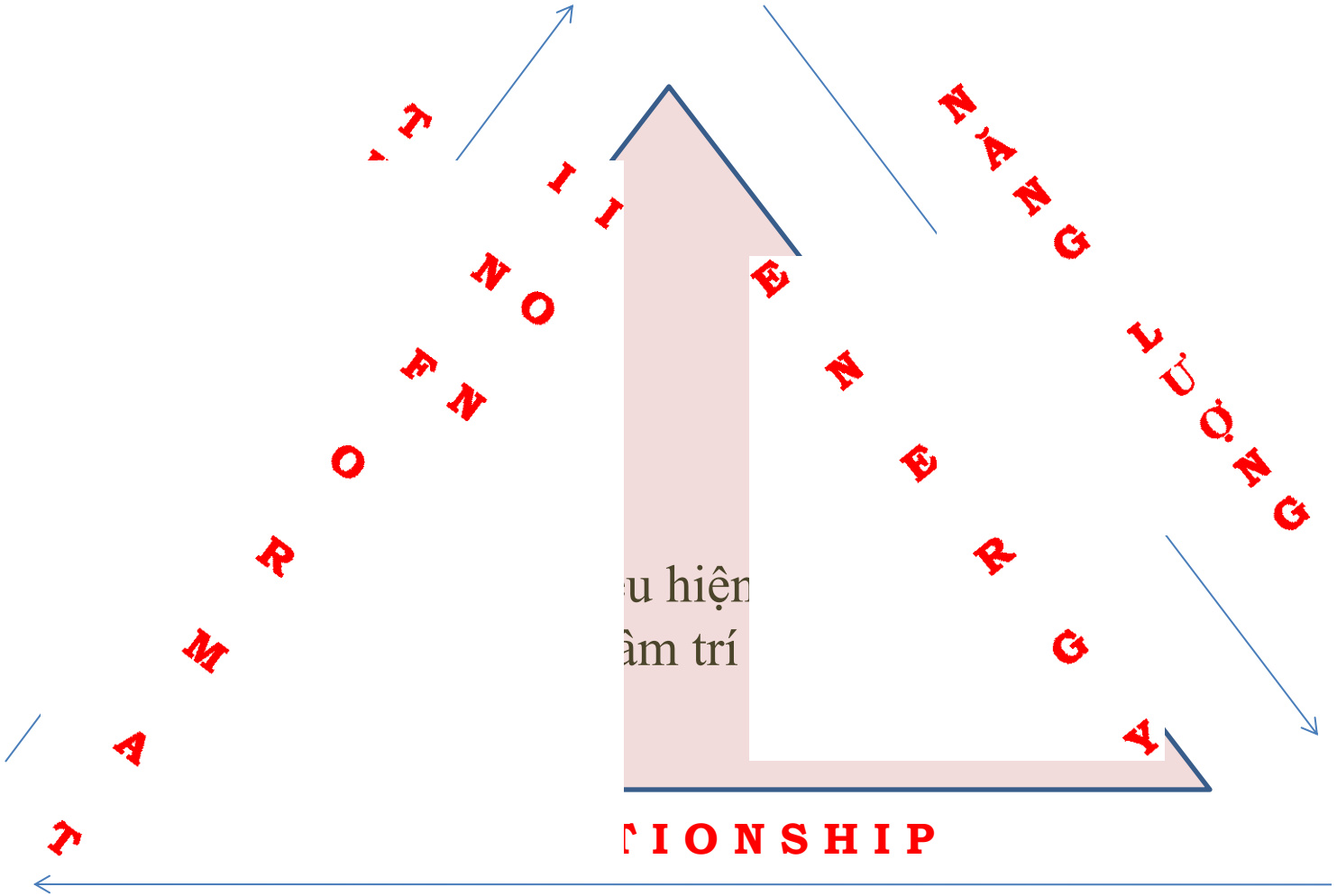
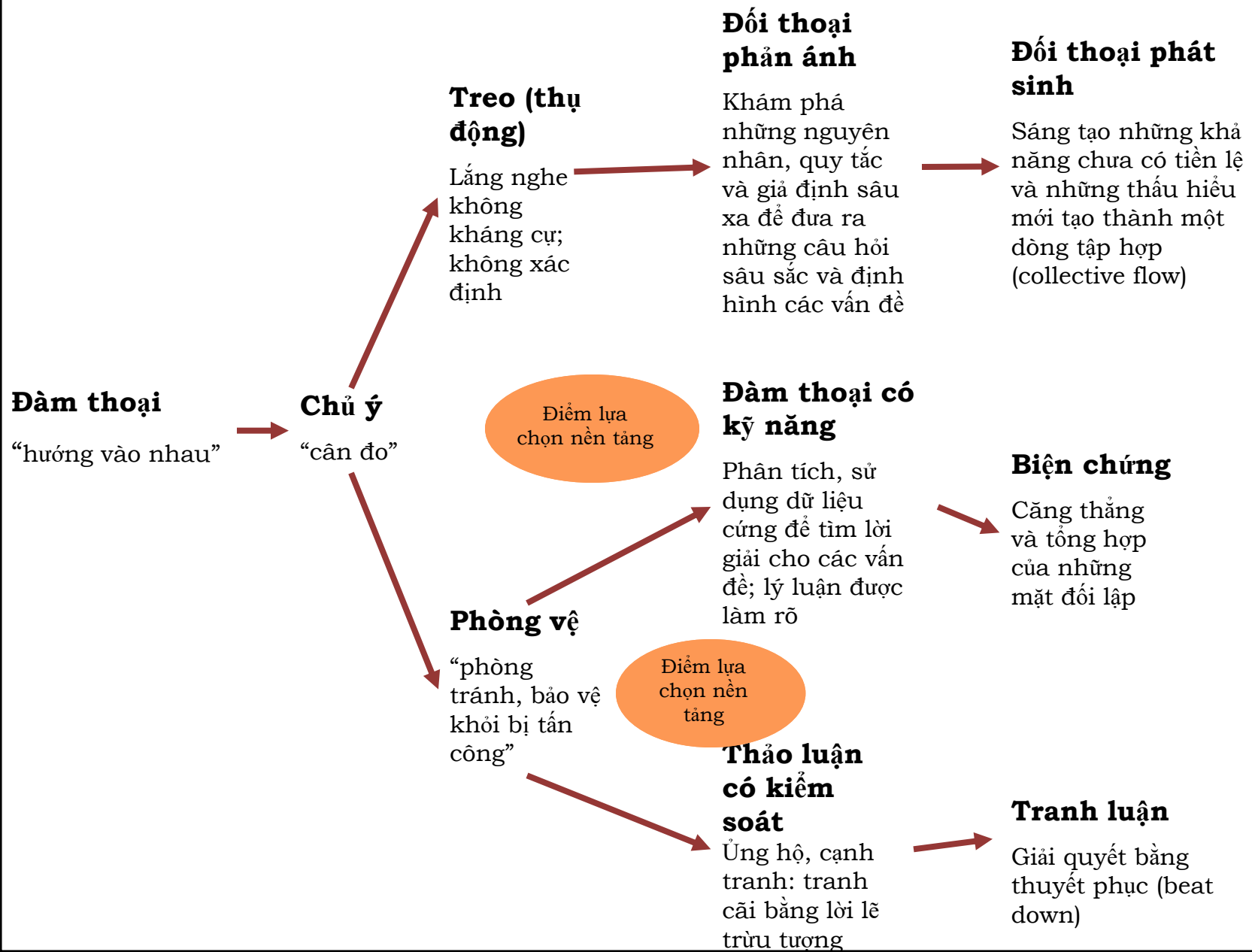
Illustration by David Plunkert

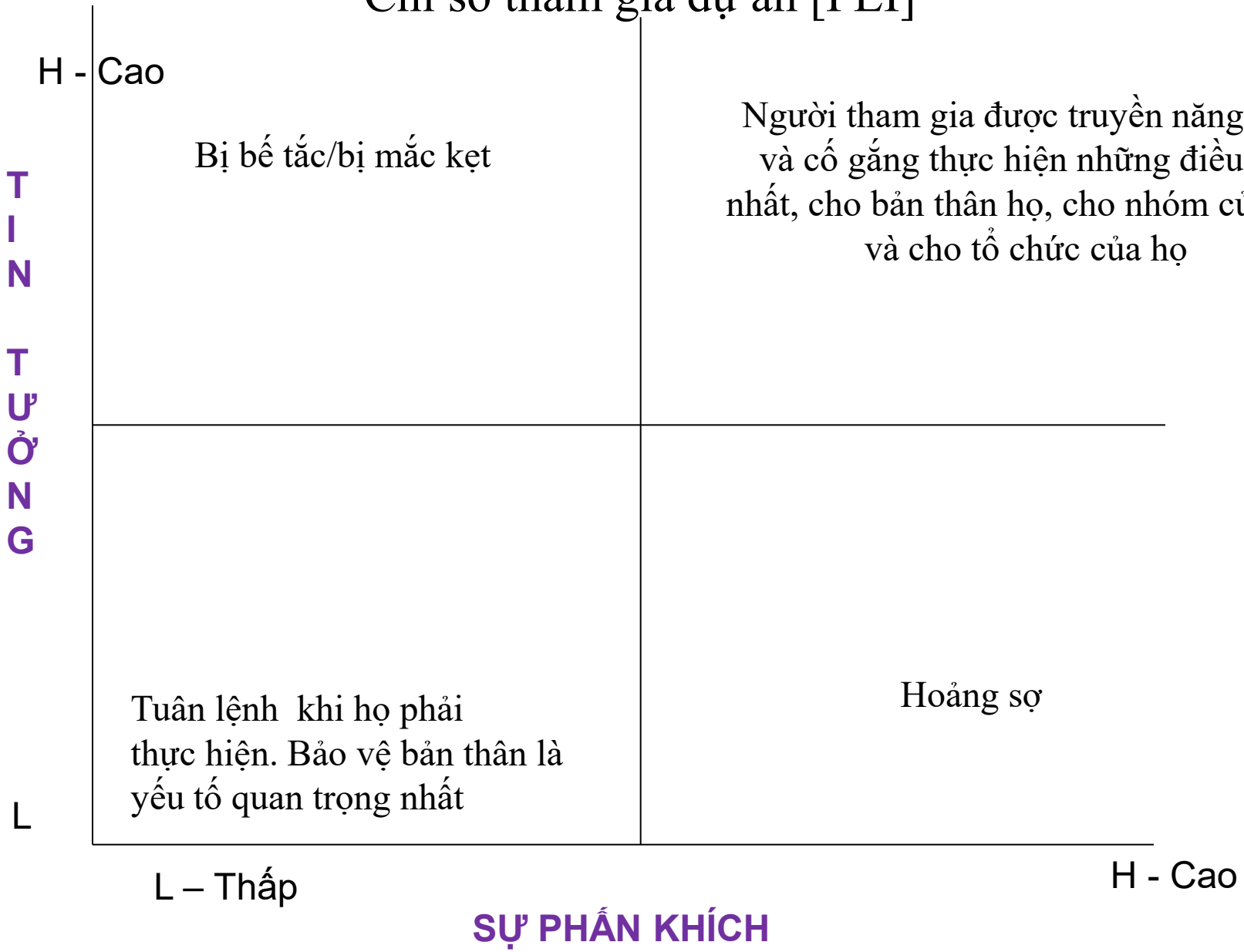
Đây là cách các nhà sinh học thần kinh về quan hệ con người nhìn nhận con người [Daniel Siegel]



Hướng tới Đối thoại



Chỉ số tham gia dự án [PEI]

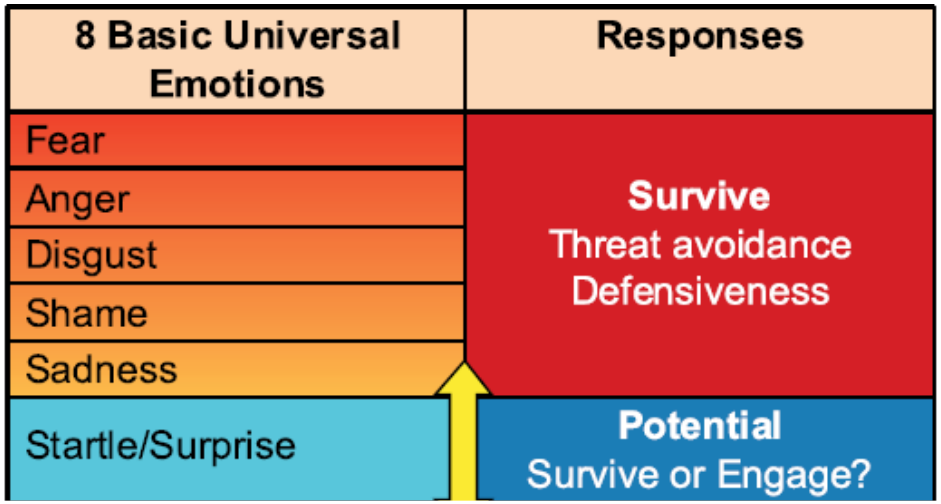


Individual and Group Motivators

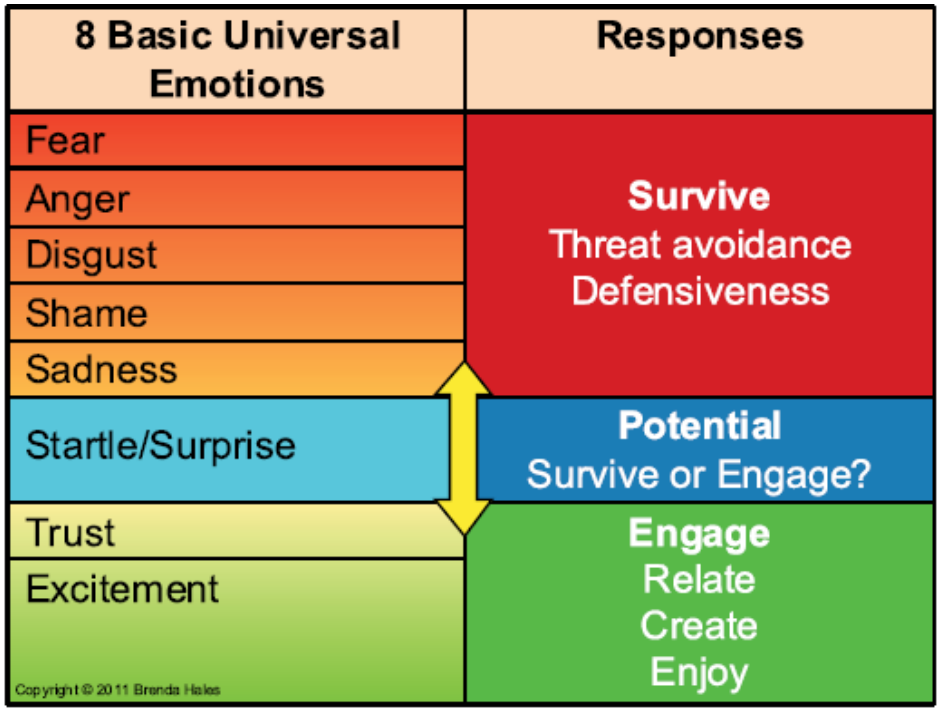
8 Basic Universal Emotions	Responses

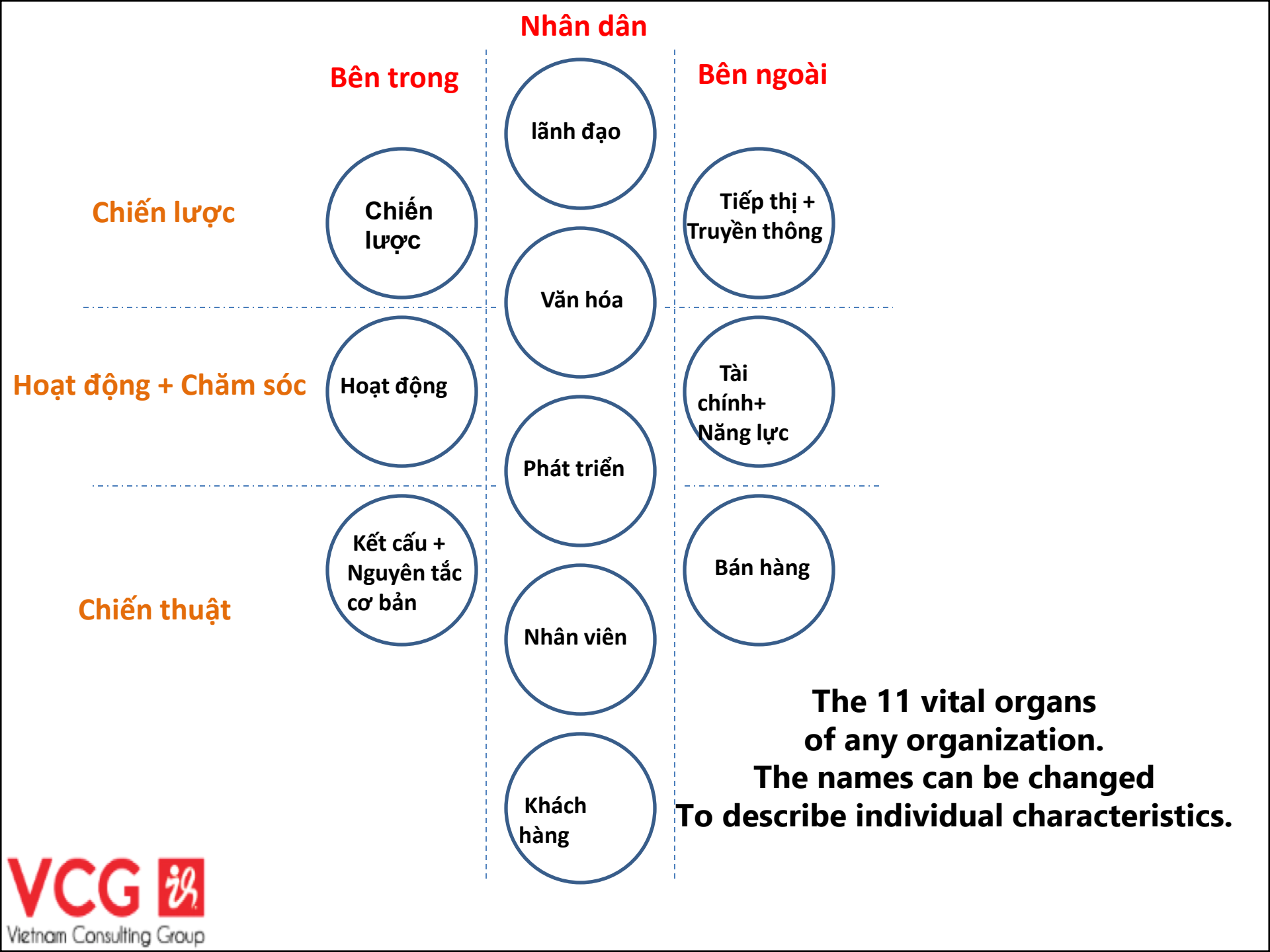
Startle/Surprise	**Potential** Survive or Engage?

Individual and Group Motivators



Individual and Group Motivators





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The 5 Customer-centric habits

5 THÓI QUEN TẬP TRUNG VÀO KHÁCH HÀNG

VUI THÍCH

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The 5 Customer-centric habits

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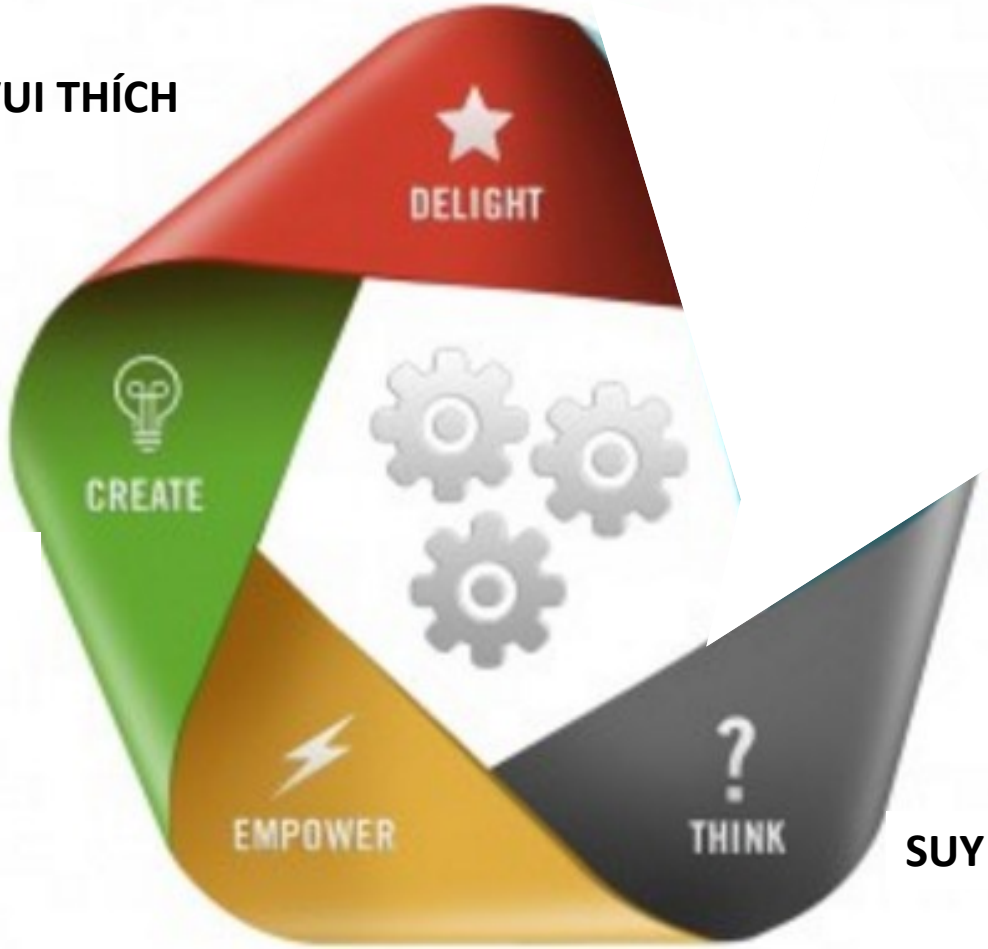

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SUY NGẪM

TRAO QUYỀN

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The 5 Customer-centric habits

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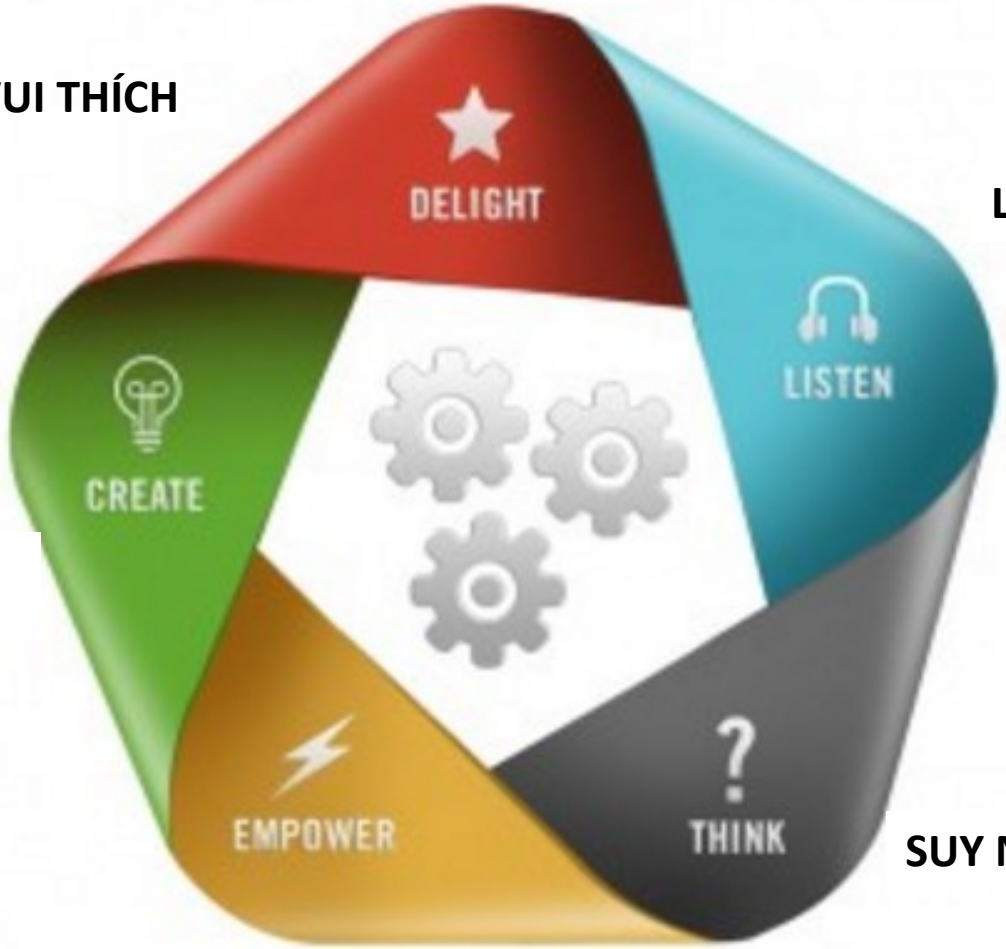
VUI THÍCH

LẮNG NGHE



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SUY NGẪM

TRAO QUYỀN

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7 NGUYÊN TẮC VÀNG

- Đến thăm những quốc gia bạn quan tâm.
- Luôn tập trung vào khách hàng
- Thiết kế bao bì thật hấp dẫn
- Thiết kế bao bì dễ dàng sử dụng cho người mua
- Đừng bao giờ thoả hiệp đối với chất lượng sản phẩm
- Tìm những nhà phân phối tốt mà bạn có thể tin cậy
- Tưởng thưởng cho những nhà phân phối tốt.

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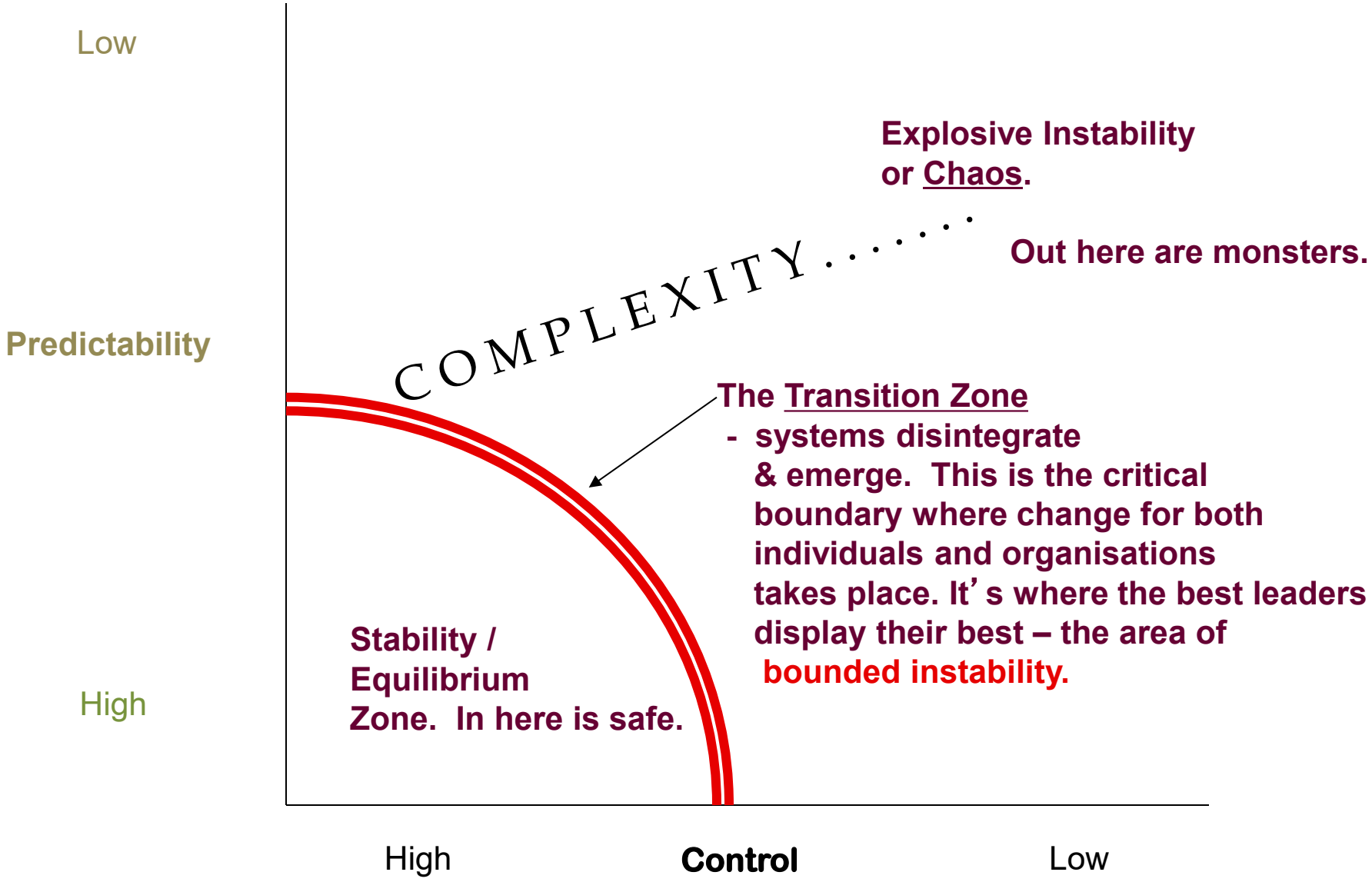
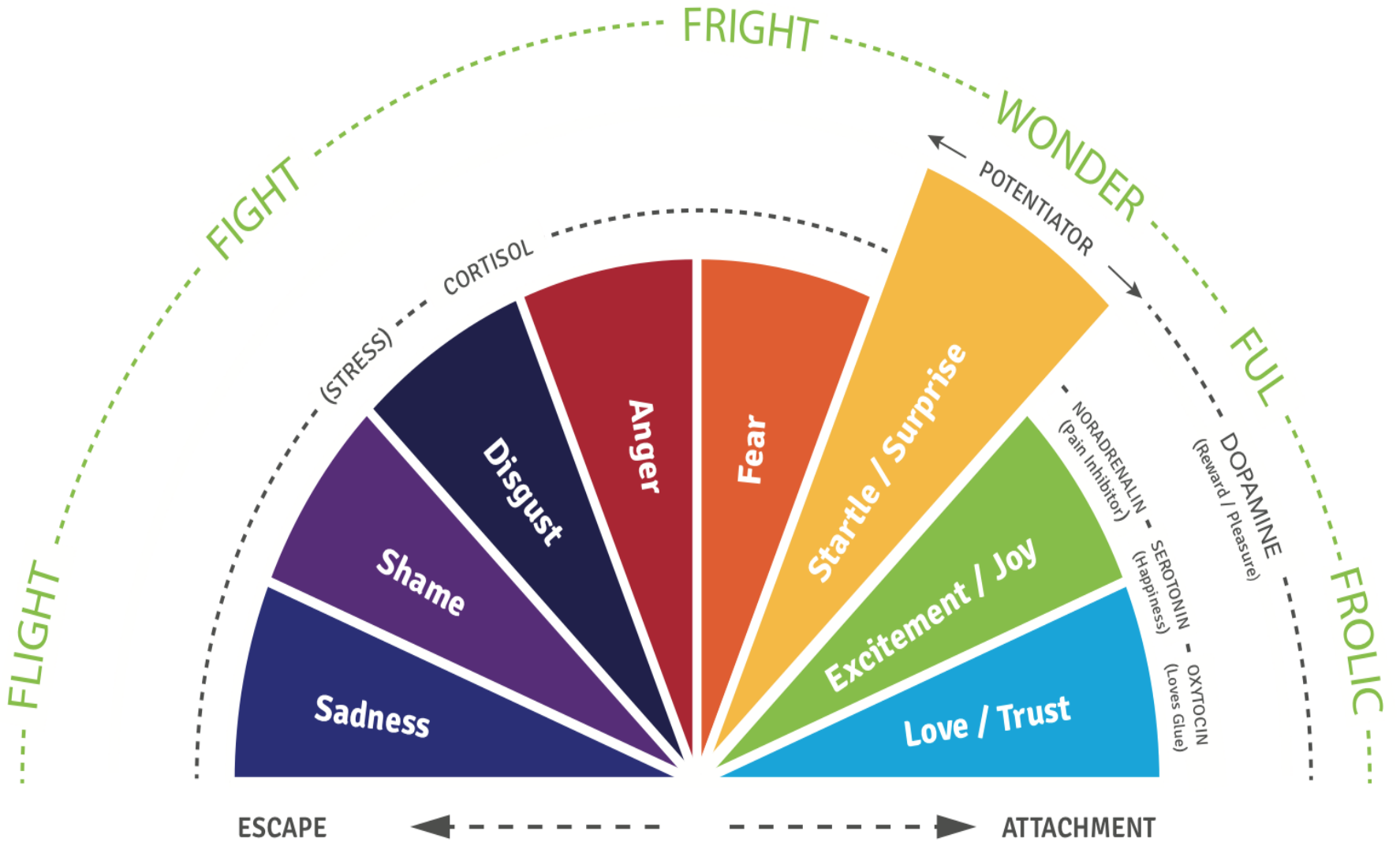
Bounded instability + complexity



e-motions = Energy for Action = Motivation



Developed by Tara Fennessy from© Brown, Coombs and Upton