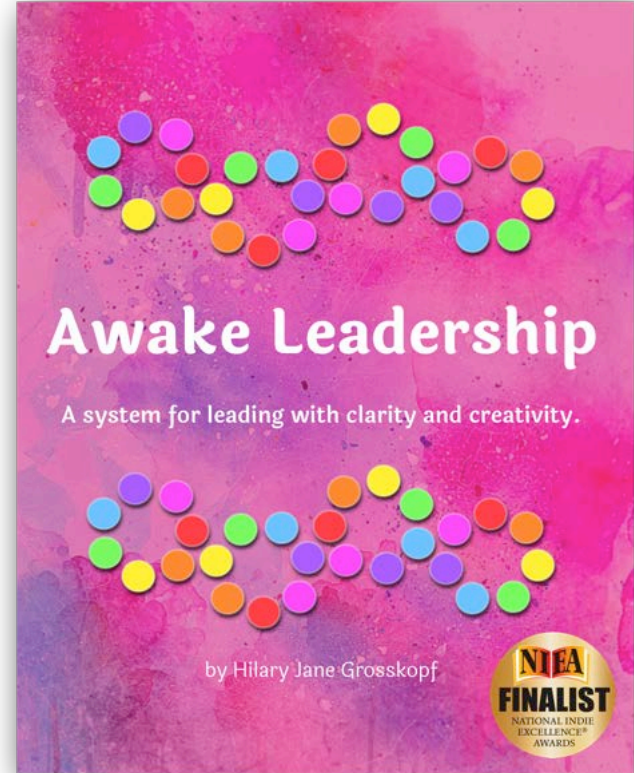
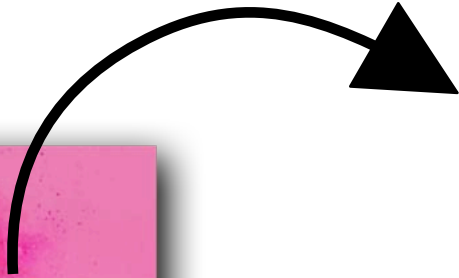
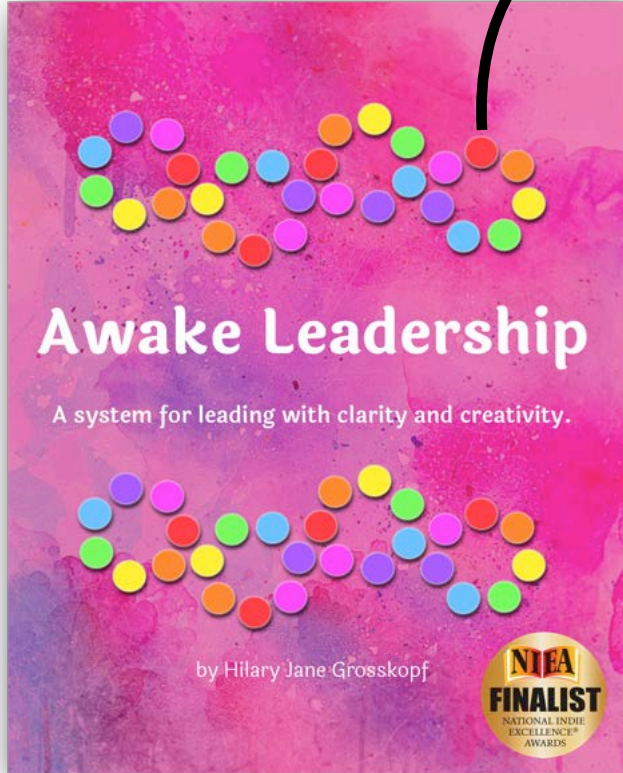









The background features a dark blue field with a network of glowing lines in blue and red. A semi-transparent globe is visible on the right side, and various geometric shapes like circles and squares are scattered throughout, creating a digital or scientific aesthetic.

Awake Leadership:
Lead with a Balance of
Clarity and Creativity





-  **Vision**
-  **Support**
-  **Structure**
-  **Tools**
-  **Context**
-  **Inspiration**
-  **Freedom**

Vision

What does it mean to be a visionary leader?

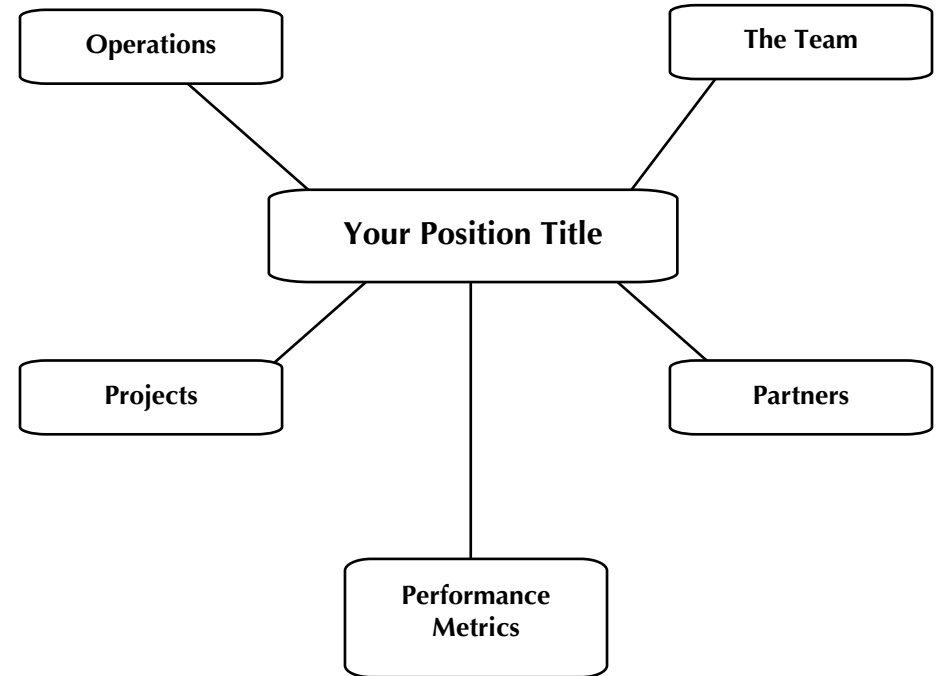
Vision

"A visionary leader is **clear about what his or her responsibilities are.** They take ownership of their team's work scope to bring the Vision to reality."

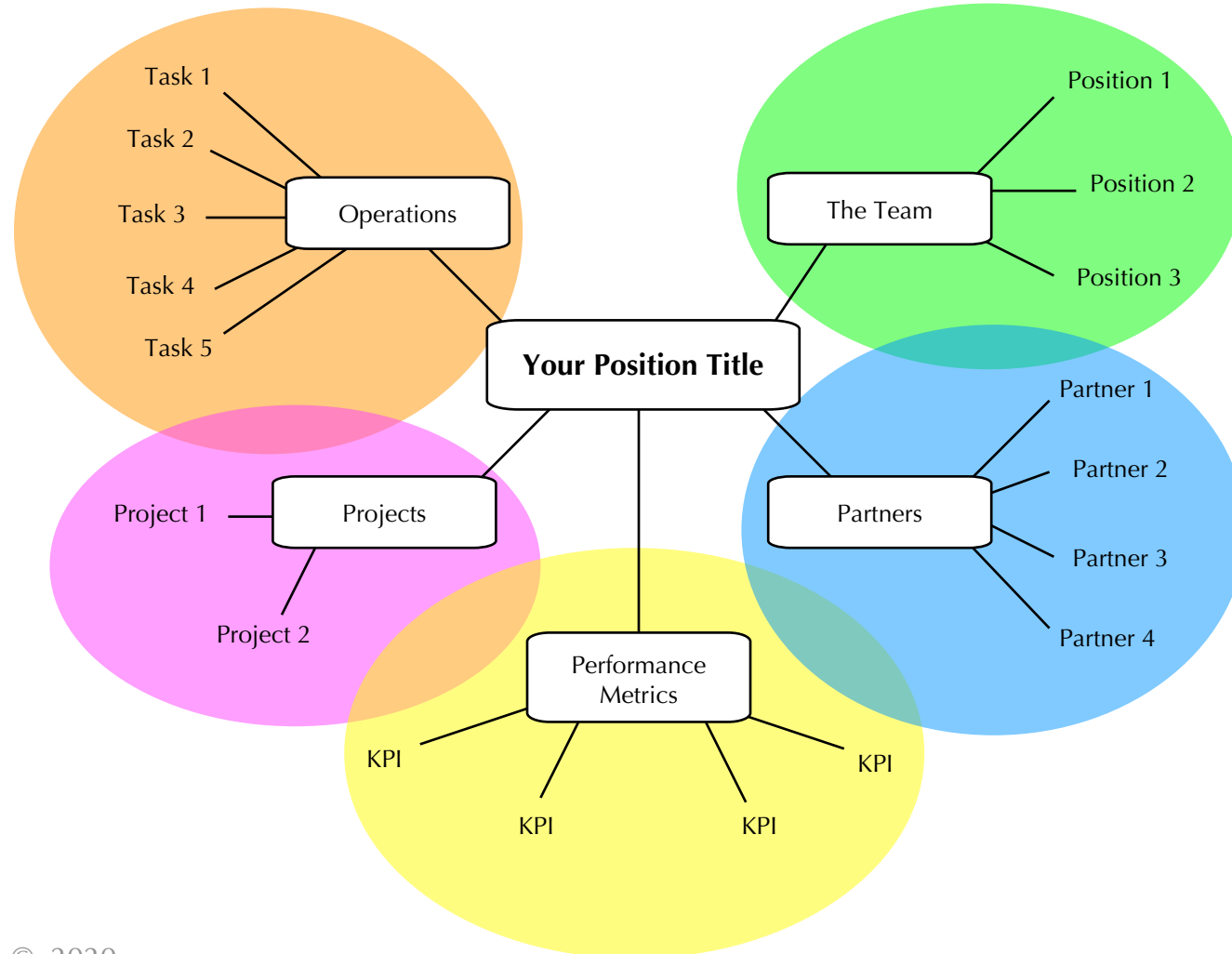
Vision: Role Map

A Role Map is a diagram used to clarify, organize, and show the full scope of your role at any point in time.

It's a visual, organized representation of what you contribute to the organization.



Vision: Role Map



Support

How do you support yourself and your team members?

Support

"Support is the fuel for your Vision. A fountain cannot function without water in the reservoir. A team cannot work toward the Vision without the right Support. An Awake leader must develop awareness and understanding of the kind of **people, environment, schedule, and practices** that are optimal for working toward the Vision."

Support: Rank and Reflect

Numbers don't tell the whole story, but ranking does help us to identify where to focus and how to prioritize. How would you rank your level of Support in the four areas currently?

What is a step you could take to improve your lowest score?

Workspace and Environment

1 2 3 4 5 6 7 8 9 10

People

1 2 3 4 5 6 7 8 9 10

Communication

1 2 3 4 5 6 7 8 9 10

Schedule

1 2 3 4 5 6 7 8 9 10

Structure

How do you provide structure and direction for your team members?

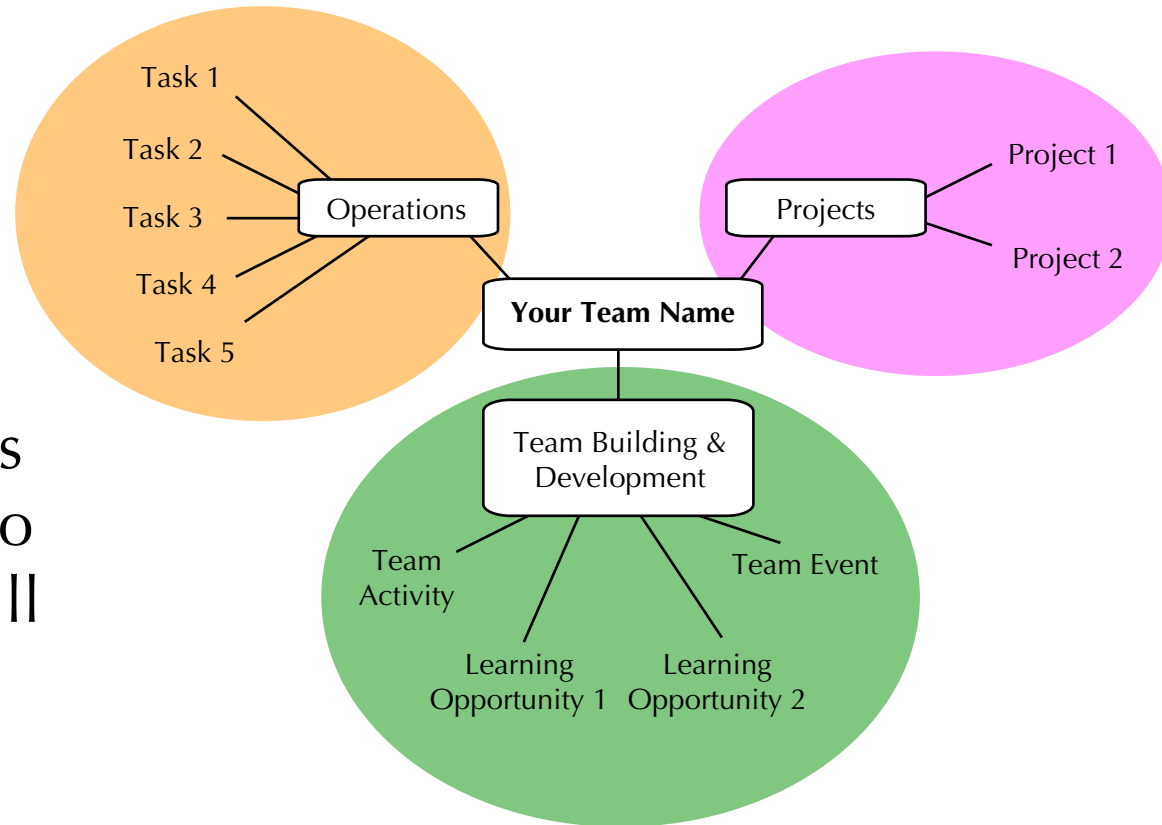
Structure

"Structure specifies who is doing what tasks and when tasks and projects must be completed in order for the team to accomplish objectives toward the Vision. Structure specifically refers to providing **clear delegation and timelines** for your team based on the Vision."

Structure: Team Vision Map

The Vision Map shows what your team does in action.

A structured Vision Map shows your team tasks, as well as who does what and when things will happen.



Tools

Does your team have the right tools? Do they know how to use them?

Tools

"Tools are resources used to work toward the Vision. Tools serve as a means for doing your work and getting your work done. Tools serve as means for collaboration."

Tools: Tools Matrix

The purpose of the Tools Matrix and ranking is to identify opportunities to simplify or add to your tool belt.

It also shows where you need to focus more on team trainings, in order to use tools effectively.

Marketing Team Tools Matrix									
Tasks	Tools								
	Access	Campaign Designer	Excel	Google Analytics	Google Sheets	Google Slides	Pages	SQL	Notebook/Pen
Monthly All-Dept Meeting						1	1		
New Initiatives Meeting						1			
Health Customer Churn Report	2				1			1	
Segmentation Report					1			1	
Store Analysis				3	1			1	
Category Analysis				3	1			1	
Calendar			1						
Ad-Hoc Requests					1			1	
Dress Campaigns Projects		1			1	1			
Fall Launch Benefit Project		1			1	1			
Team Offsite									1
True Metrics Training									1
Leadership Lunch									
Department Scavenger Hunt									
Utilization Score -->	1	2	1	2	7	4	1	5	2

Context

Does your team understand the context of the organization and how your team fits in?

Context

"Context is knowledge and understanding of the functions within the organization beyond your own team. Context is where we zoom out to understand the larger setting and impacts of your Vision. Context allows the team to understand where your team contributions fit into the bigger picture of the organization.

Context: Landscape

Help your team gain understanding and perspective of the organization as a whole.

When the team understands the full context of the organization and how their work fits in, a new appreciation and engagement follow.



Inspiration

How do you provide inspiration and motivation for your team members?

Inspiration

"Inspiration is essential for gaining fresh ideas that help you enhance and evolve your work and life. **When we seek out the right inspiration, it provides motivation and new energy for the Vision.** Inspiration comes in the form of guidance, ideas, new knowledge, and even art.

Inspiration: New Sources

Since Inspiration is literally "the act of drawing in", we must find sources of inspiration to draw in new ideas and energy. Inspiration helps us get un-stuck!

Motivate your team and improve retention by providing inspiration and positive acknowledgement.

New Sources of Inspiration

- ◆ *Community (often free)*: look for opportunities in your community to attend events that interest you. Most towns or cities have many industry-related or interest-related groups. Use Google!
- ◆ *Books (low cost, or free from a library)*: A favorite, of course! Books are a great way to learn from other people and to learn new things at your own speed and on your own time. Visit my website for best recommendations or ask friends and co-workers.
- ◆ *Conferences*: Conferences are a good way to learn, network, and gain ideas from others working in your field and with similar interests. Use Google and ask peers or your leader for recommendations.
- ◆ *Ted Talks (free)*: Visit ted.com and search for topics or influencers that interest you. The trending and all-time best videos are a good place to start watching. These talks are short so they are great for starting your day, taking a short break at work, or to watch alone or with your team during lunch.

Freedom

How do you provide a balance of structure and freedom, for yourself and your team?

Freedom

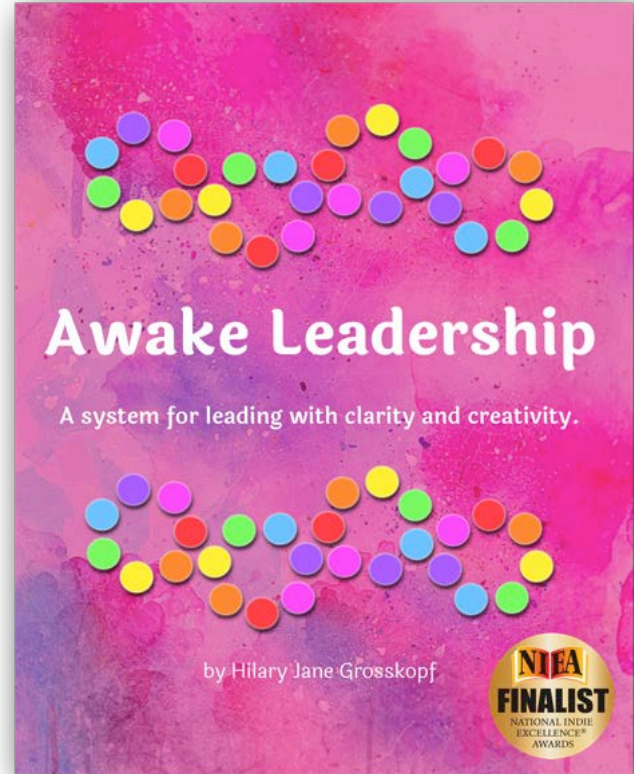
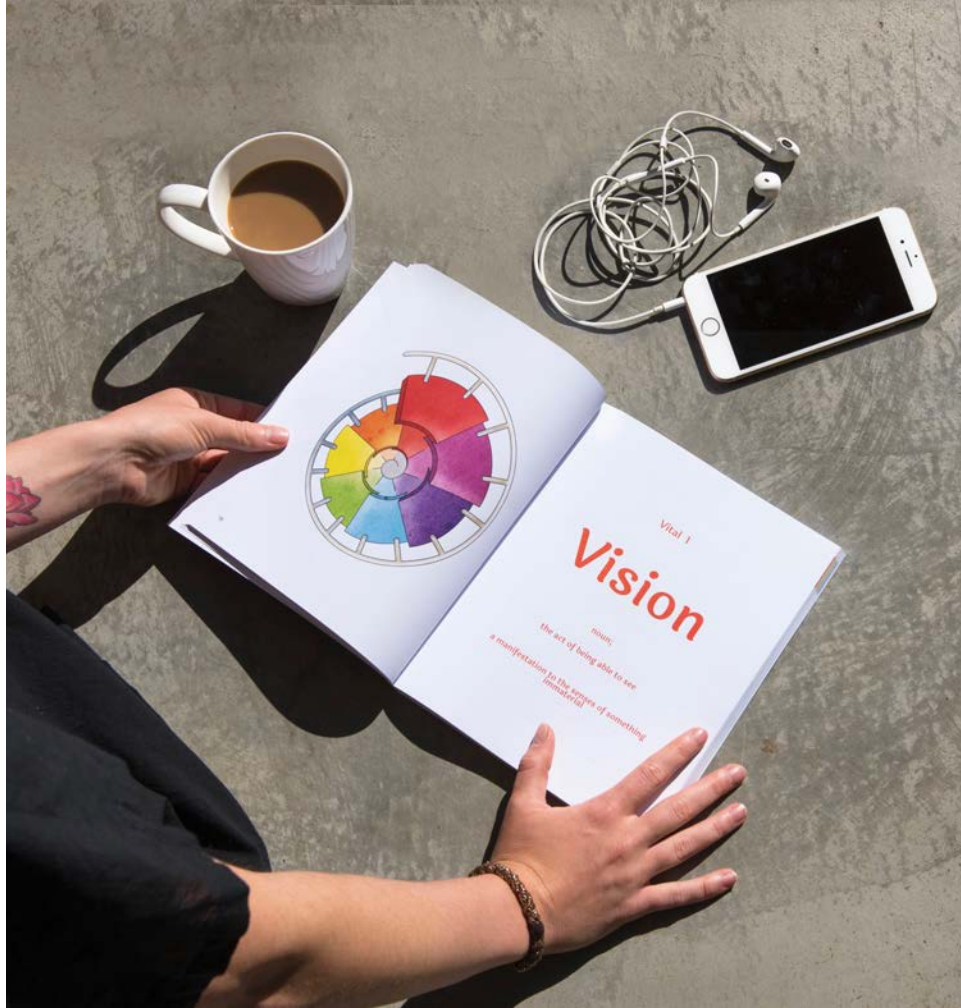
"Freedom is the ability to choose where to place your awareness and how to spend your time. A lack of Freedom feels limiting or stifling. When you feel a sense of Freedom, you feel as though you are energetic, connected, and engaged in something you want to focus on and work on.

Freedom: Round Table Presentations

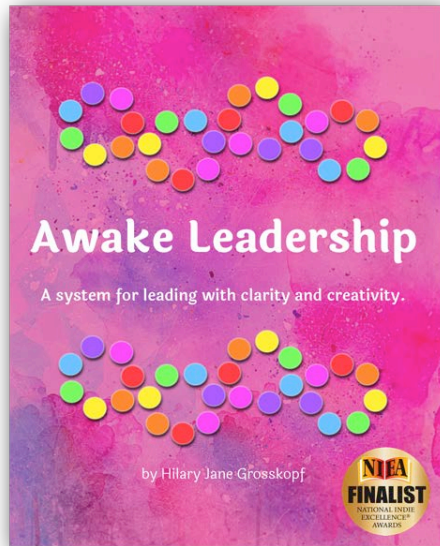
This exercise is an opportunity for your team members to identify what interests them most about their work and present a solution to a relevant problem.

Identifying interests, expressing meaning, and facilitating discussion is not only a key leadership skill but also a way of practicing problem solving and individuality.

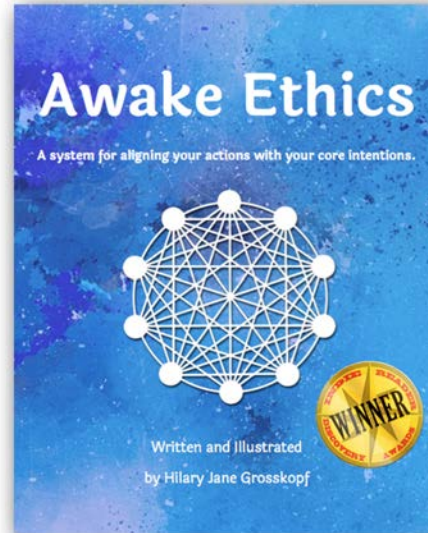




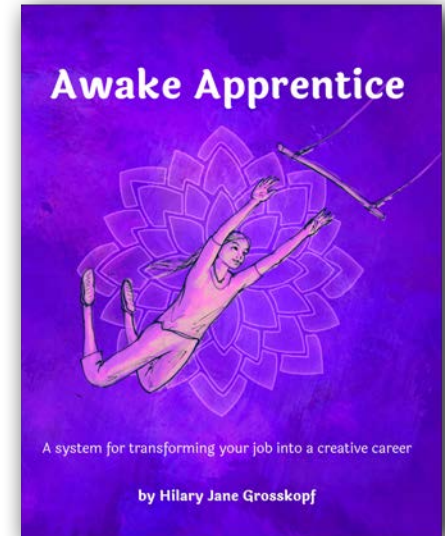
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