

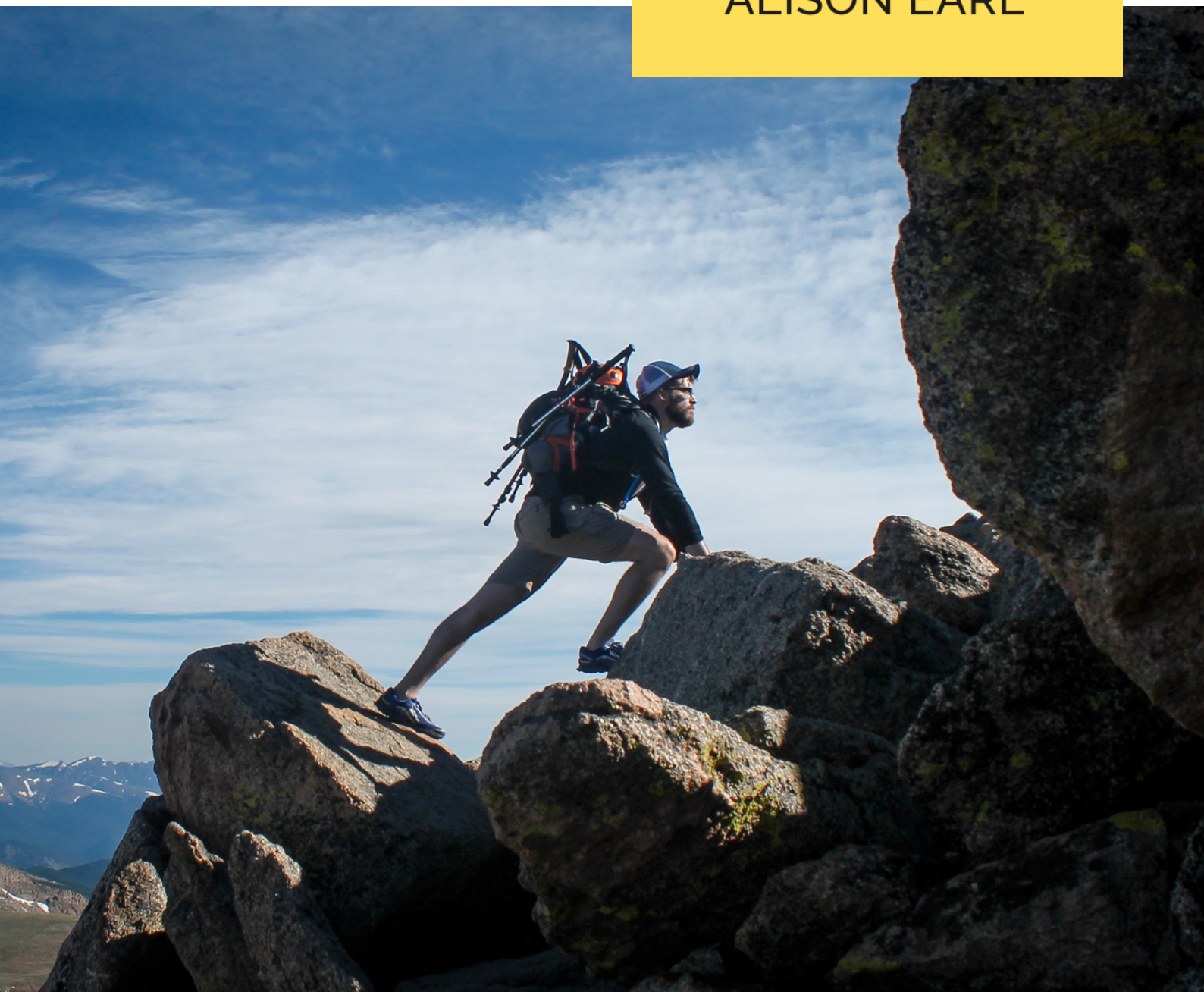
WHITEPAPER

FROM MANAGEMENT TO BETTERMENT

UNPACKING THE LEADERSHIP
MINDSET TO THRIVE WITH STRESS,
CHANGE AND UNCERTAINTY



ALISON EARL





COPYRIGHT AND DISCLAIMER

COPY THIS THE RIGHT WAY

You have permission to post this, print this and pass it along for free to anyone you like, as long as you make no changes or edits to its contents or digital format. Please credit Alison Earl as the author. Alison Earl reserves all rights to bind it and sell as a real book.

[Attribution-NonCommercial-NoDerivatives 4.0 International](#)



WE CARE BUT YOU'RE RESPONSIBLE

This paper does not constitute the giving of advice. Please be sure to take a specialist's advice before taking on any of the ideas described in this paper. This paper is general in nature and not meant to replace any specific advice.

Alison Earl disclaims all and any liability to any persons whatsoever in respect of anything done in reliance, whether in whole or part, on this paper.



ALISON EARL

THE PROBLEM

COVID-19
SIGNIFICANT CHANGE
INCREASING WORKLOADS
COMPETING DEMANDS
NO END IN SIGHT!

COVID-19 IS JUST ONE MORE UNCERTAIN STRESSOR LEADERS MUST OVERCOME.

THIS CHALLENGE IS NOT GOING AWAY.
TODAY'S WORKPLACES ARE CONSTANTLY
CONFRONTED WITH UNPRECEDENTED
LEVELS OF:

CHANGE

UNCERTAINTY

PRESSURE

"The rate of change has never been this fast, yet it will never be this slow again."
- JUSTIN TRUDEAU

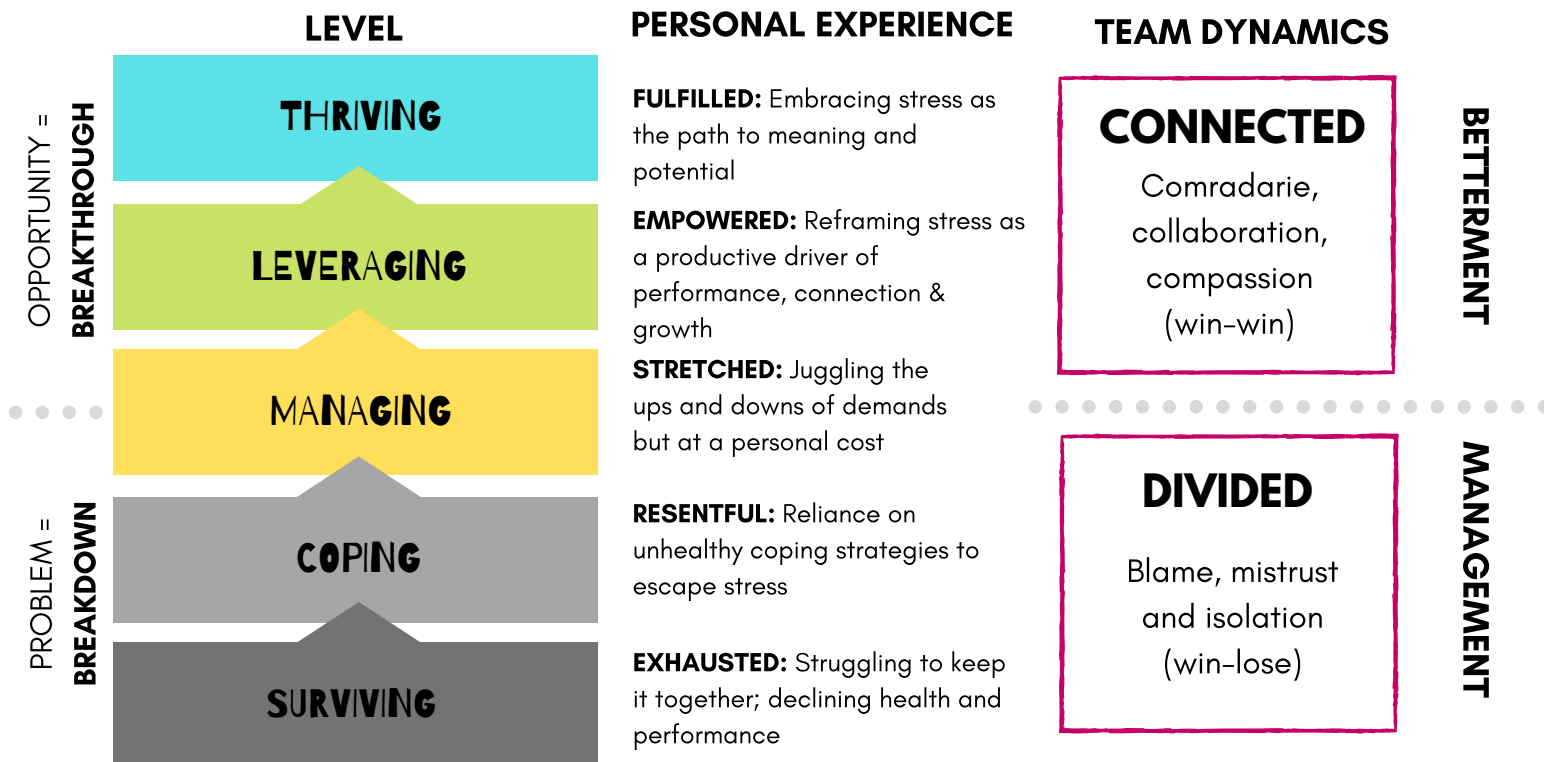
Industries are reforming. Companies are restructuring. What does it all mean? Uncertainty is even more stressful than a known negative.

Competition is intensifying. Leaders are expected to grow revenue while reducing costs. Resources are fewer. Did we mention the challenges have never been more complex?



WHAT ARE WE STRIVING FOR?

THRIVE WITH CHANGE, UNCERTAINTY AND PRESSURE - ULTIMATELY MOVING FROM 'MANAGEMENT' TO 'BETTERMENT'.



A THRIVING CULTURE STARTS WITH *mindset*



THE LEADERSHIP DIFFERENCE: BETTERMENT MINDSET

Shift from a MANAGEMENT MINDSET - where we seek external solutions for our problems, are putting out fires and simply staying on top of it - to a BETTERMENT MINDSET.

BETTERMENT MINDSET



JOB ONE

BUILD SELF-AWARENESS &
RESPONSIBLE MINDSET

HOW I SHOW UP AT WORK

- Develop healthier beliefs about stress
- Increase perception of control
- Take ownership for personal experience

JOB TWO

BUILD TRUST &
WIN-WIN MINDSET

HOW I WORK WITH OTHERS

- Maximise connection and minimise conflict
- Fast track trust and empathy to align on shared interests
- Focus on contribution / others orientation

JOB THREE

BUILD CURIOSITY &
OPPORTUNITY MINDSET

HOW I APPROACH CHALLENGES

- Reframe obstacles into opportunities
- Cultivate question thinking skills and new possibility
- Practice adaptability and recognise attachment

**REGARDLESS OF PERSONALITY TYPE,
ALL MINDSETS HAVE UNIVERSAL BUILDABLE SKILLS**

#1. RESPONSIBLE MINDSET

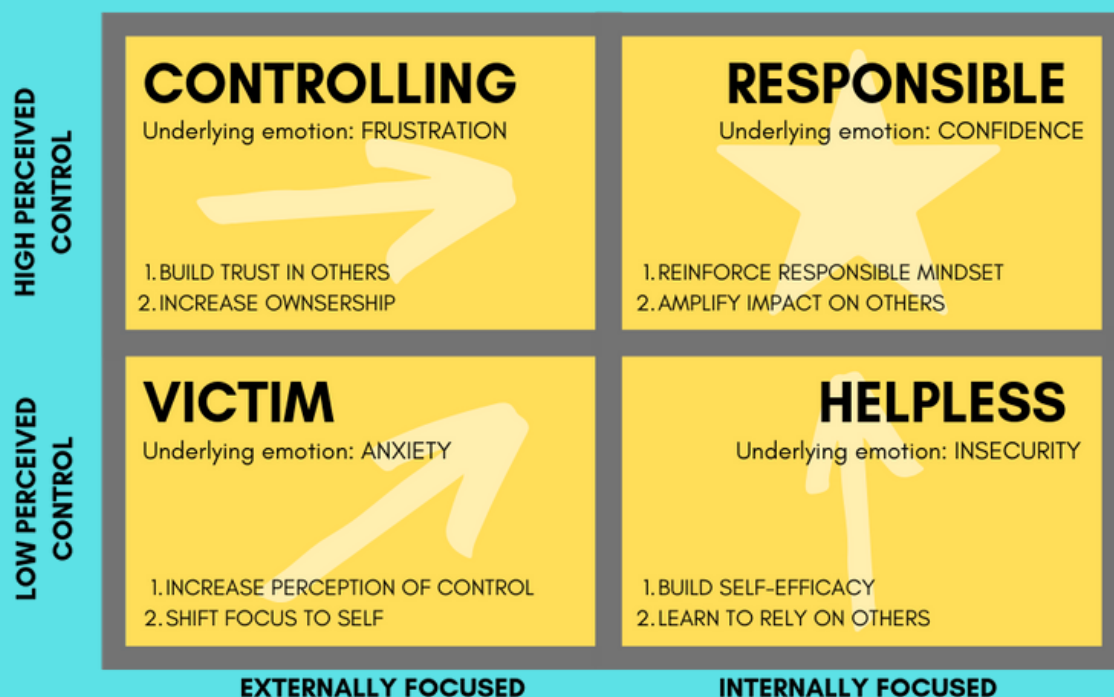
HOW I SHOW UP

The best solution in the world WILL NOT WORK if it's not embraced, hence capability training often fails to create the desired change in leaders and our people more generally.

First and foremost, we need our leaders to have a RESPONSIBLE mindset. Responsibility can be broken down into two key factors:

- Am I focused on what we can control and influence or the things outside of our control?
- Am I focused on my role in the problem and the solution or am I looking externally?

Through understanding these dynamics leaders can build self-awareness and adopt strategies to move into a responsible mindset.



2. WIN-WIN MINDSET

HOW I WORK WITH OTHERS

Now we have a responsible mindset, we can reframe our approach to challenges and opportunities with others, from WIN-LOSE (i.e. positions, personal success and struggling against others) to WIN-WIN (i.e. shared interests, collective success and struggling with others).

A WIN-WIN mindset helps us find new and better solutions to common challenges and also future-proofs our strategies as win-win solutions are more likely to be embraced by all parties.

Developing a win-win mindset can be mastered through proven strategies to build trust, empathy and identifying shared interests and will assist in influencing and enrolling others in your ideas and getting to alignment faster.



3. OPPORTUNITY MINDSET

HOW I APPROACH CHALLENGES

The final ingredient of the Betterment Mindset is our orientation towards challenges. Specifically, do we focus on 'problems' and therefore adapting to survive, or do we expand our thinking to embrace new 'opportunities', reimagine our role, and therefore adapting to THRIVE.

Any obstacle or disruption offers us an opportunity to rethink our beliefs and underlying assumptions about why we do things today, reconnect with what really matters, and recreate our way of working from a place of strength and positive intention.

Opportunity mindset is about cultivating curiosity and question thinking skills that enable us to expand possibilities and opportunities. Appreciative Inquiry tools and frameworks can inspire fresh thinking and help us set a more inspiring vision for our teams and what we want to achieve.

ADAPT TO THRIVE

TRANSFORM

RESPOND

REACT

ADAPT TO SURVIVE

new
FRAME



new
QUESTIONS



new
OUTLOOK





ALISON EARL

WANT TO LEARN MORE?

GET IN TOUCH

+61 412 189 616

alison@alisonearl.com

www.alisonearl.com



"IT WAS CLEAR SHE HAD AN ENORMOUS AMOUNT OF EXPERIENCE SHE COULD DRAW ON TO MAKE THE EXAMPLES TOPICAL AND RELEVANT. ON THE DAY ALISON DID AN EXCEPTIONAL JOB OF CONNECTING WITH THE AUDIENCE AND PROVIDING PRACTICAL TIPS THAT MY TEAM COULD EASILY IMPLEMENT INTO THEIR DAILY LIVES. ALISON BUILT A GREAT RAPPORT WITH THE AUDIENCE AND HAD THEIR FULL ENGAGEMENT. I WOULD NOT HESITATE TO RECOMMEND ALISON TO ANYONE."

SALES AND MARKETING MANAGER AT JOHNSON AND JOHNSON.

inspired **by alison.**



Uber



Arnold Bloch Leibler
Lawyers and Advisers



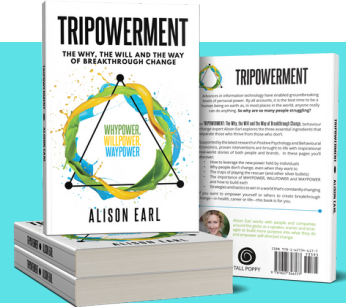
REGENERON





ALISON EARL

ABOUT



Alison Earl is the author of ***Tripowerment: The why, the will, and the way of breakthrough change*** and works with people and companies around the globe to empower self-directed change as an international speaker, trainer, strategist and Positive Psychology Practitioner. She has lived in Sydney, London, and New York, where she helped build new business from the ground up, and worked with people and companies in over 20 countries.

Alison has been guest lecturing in behavioural economics at the **Harvard School of Public Health** for the last 6 years and leads a think tank, which is dedicated to solving the most complex problems in behaviour change - bringing together leading academic and commercial minds - in collaboration with Harvard. Recent attendees include the Global President of Pfizer Consumer Healthcare, the CMO of the Olympics, CFO of Comcast in addition to senior executives from Facebook and startups founders who are revolutionising education and empowerment.

inspire

keynote speaking to inspire your people to think differently about change and to take control of their own experience

empower

high impact training to boost resilience, transform stress & build more meaning into their work

mentor

work with current & emerging leaders to implement their change mindset strategy & create a thriving culture