

OTT LEADERSHIP PRESENTS

From Transactional to Transformational

Embracing a Leadership Model That Engages and Retains



OTT LEADERSHIP
DEVELOPMENT | COACHING | CONSULTING

Employee Engagement

- **Employee engagement is the emotional/psychological commitment a person has to their work**



Employee Engagement

- Employee engagement is the emotional/psychological commitment a person has to their work
- Problem: only 34% actively engaged!



The Cost of Low Engagement

- Yearly impact of disengaged/neutral employees:

\$960 billion to \$1.2 trillion

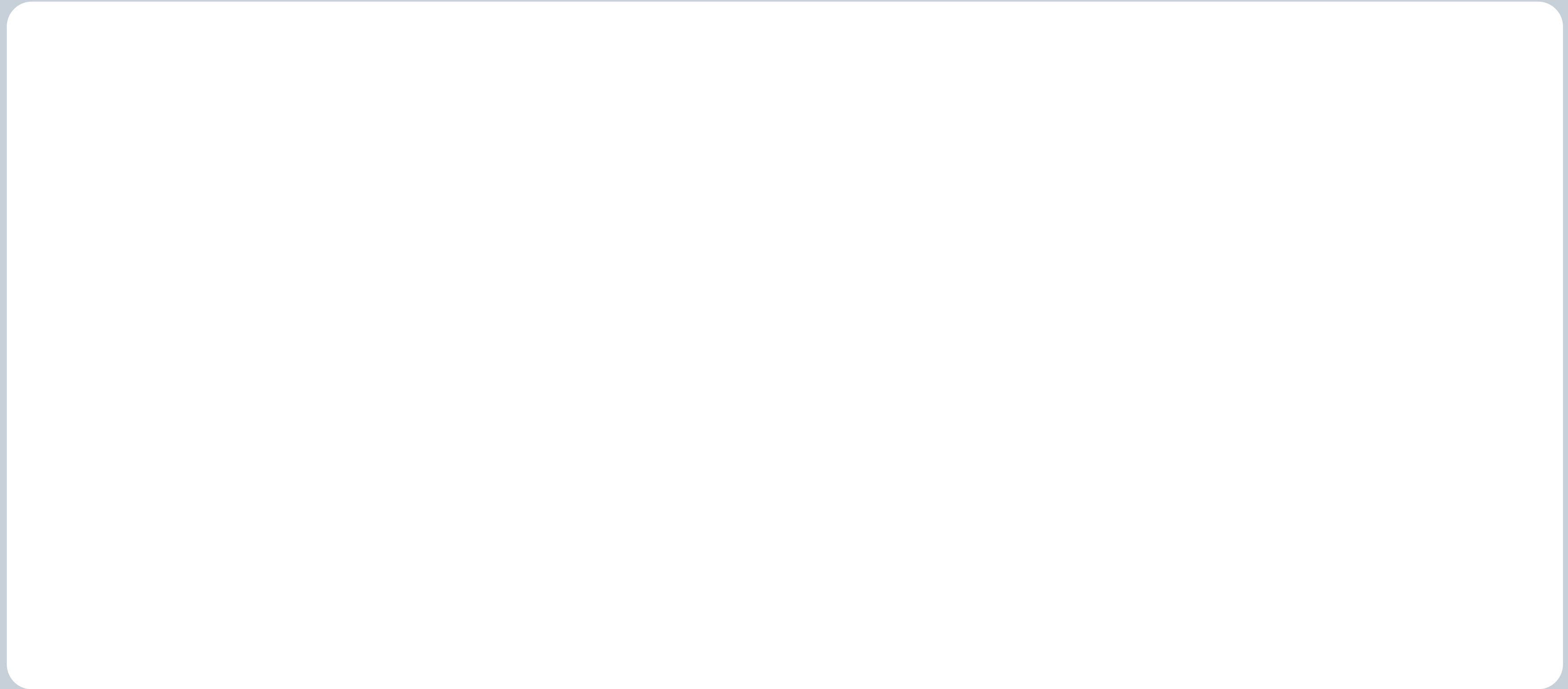


The Transactional Leadership Model

Transactional Leaders are leaders who exchange **tangible rewards** for the **work and loyalty** of followers



The Transactional Leadership Model



The Transactional Leadership Model



Business/Organization

The Transactional Leadership Model



Business/Organization



Leader

The Transactional Leadership Model



Business/Organization



Leader



Employees

The Transactional Leadership Model



Business/Organization

Product/Service
s



Leader



Employees

The Transactional Leadership Model



Business/Organization

Product/Service →
Mission →



Leader



Employees

The Transactional Leadership Model



Business/Organization

Product/Service →
Mission →
Vision →



Leader



Employees

The Transactional Leadership Model



Business/Organization

Product/Service →

Mission →

Vision →

Goals →



Leader



Employees

The Transactional Leadership Model



The Transactional Leadership Model



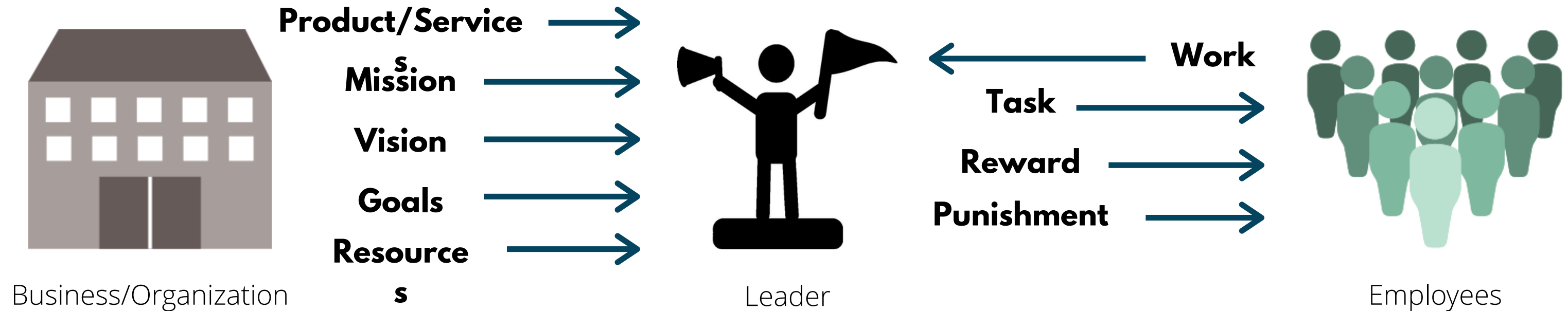
The Transactional Leadership Model



The Transactional Leadership Model



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The Transactional Leadership Model

Trading:

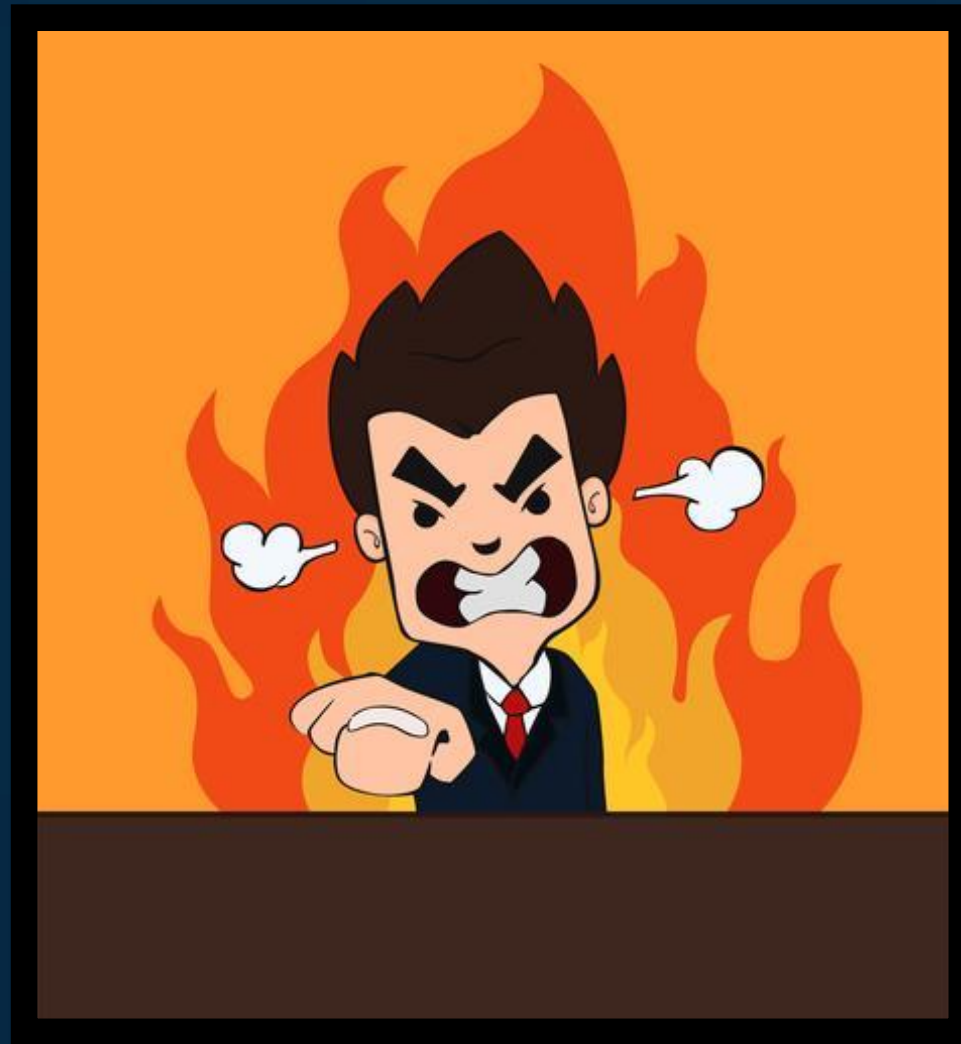
**Long-Term Engagement
and Retention**

for

Short-Term Performance



When Reward Fails...Punishment!



FEAR
CONTROL
POWER
ISOLATION
NEGLECT
SHAME



What Employees Want

- 9 out of 10 workers: trade 23% of future lifetime earnings for greater meaning at work



What Employees Want



**Meaning and
Purpose at
Work**



The Transformational Leadership Model

Transformational Leaders are leaders who proactively focus on building engagement with their people by focusing on intrinsic needs in a way that drives performance and success for all.



The Transformational Leadership Model

Transformational Leaders are leaders who **proactively** focus on building **engagement** with their people by focusing on **intrinsic needs** in a way that drives performance and success for all



The Transformational Leadership Model



Business/Organization



Leader



Employees

The Transformational Leadership Model



Business/Organization

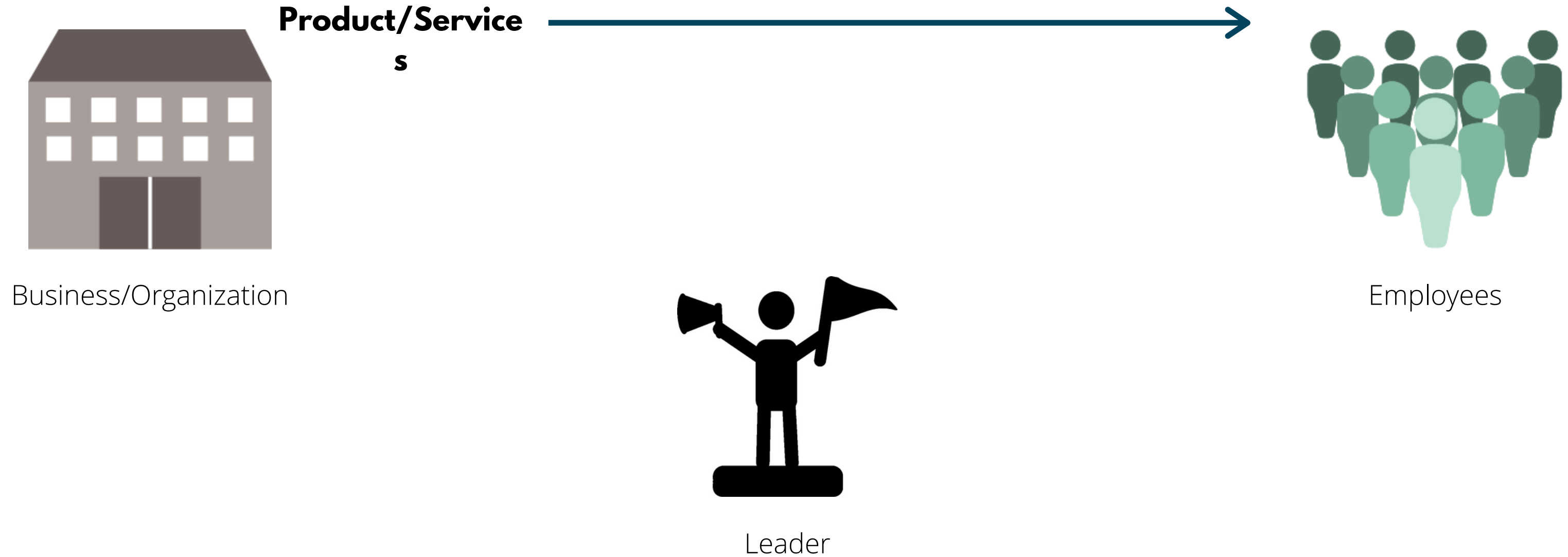


Leader

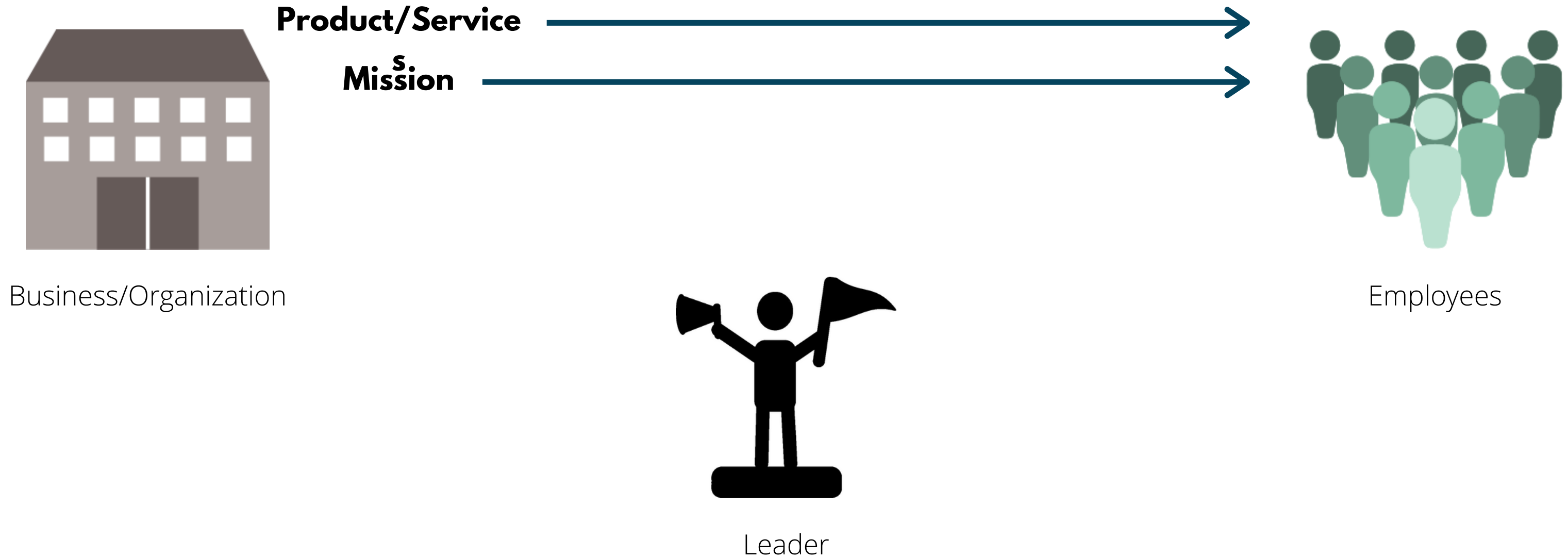


Employees

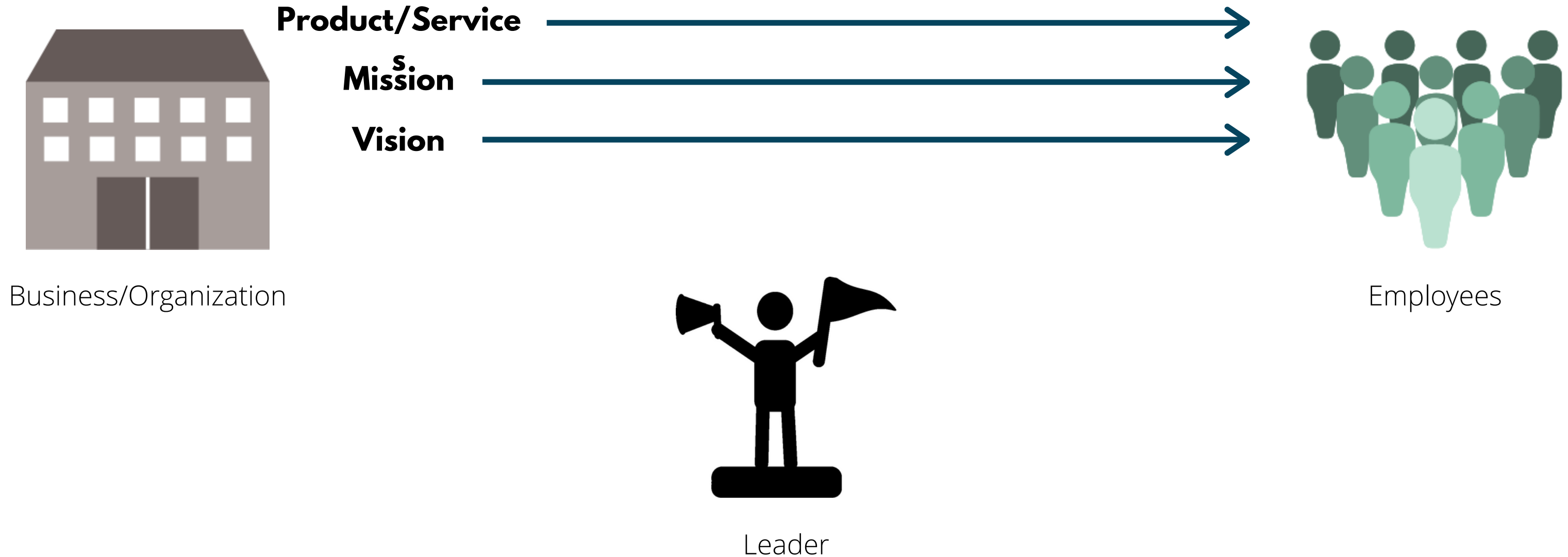
The Transformational Leadership Model



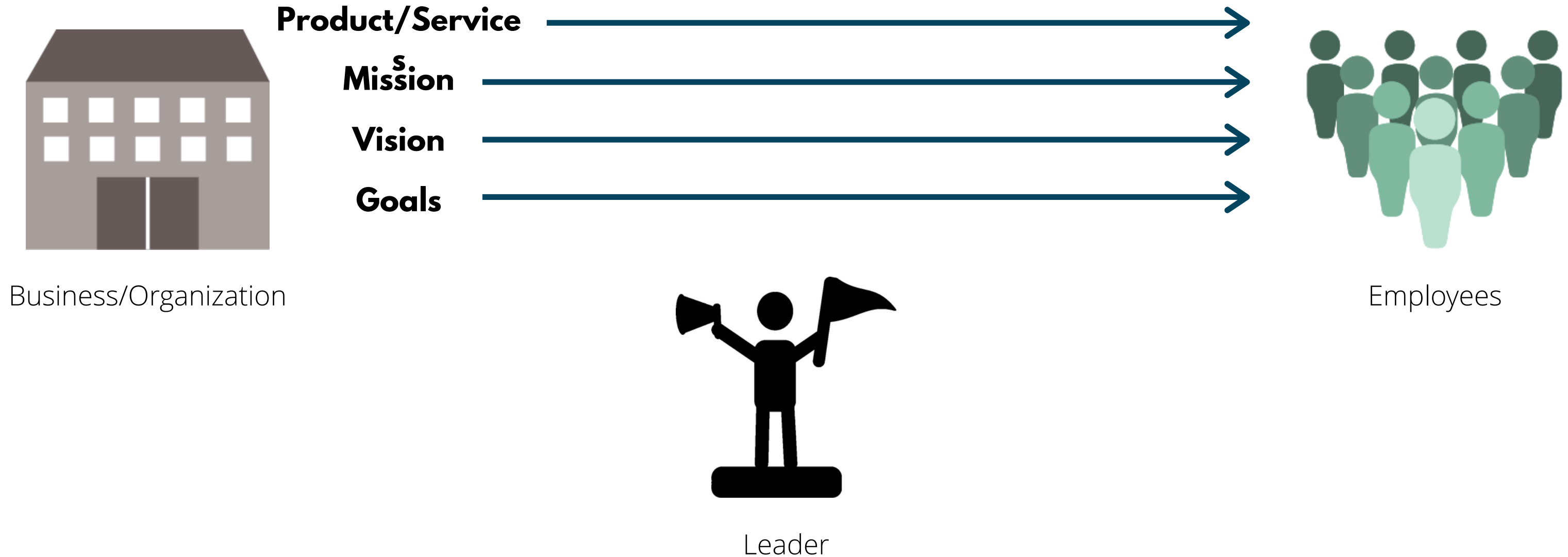
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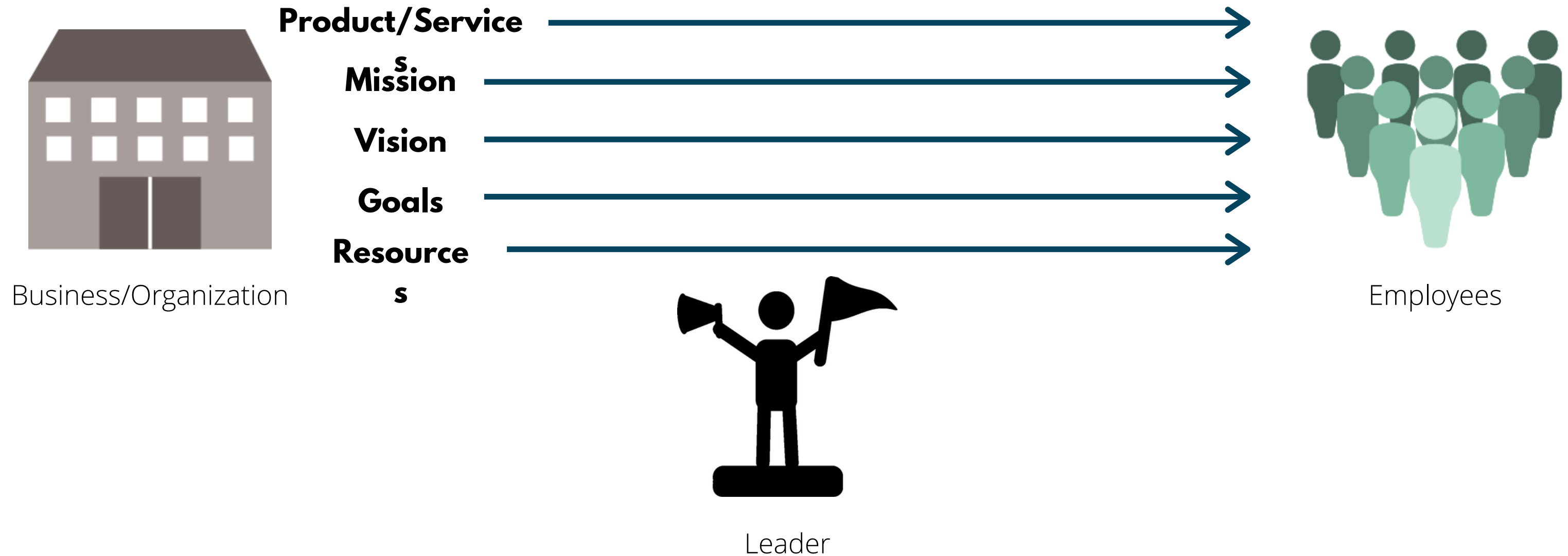
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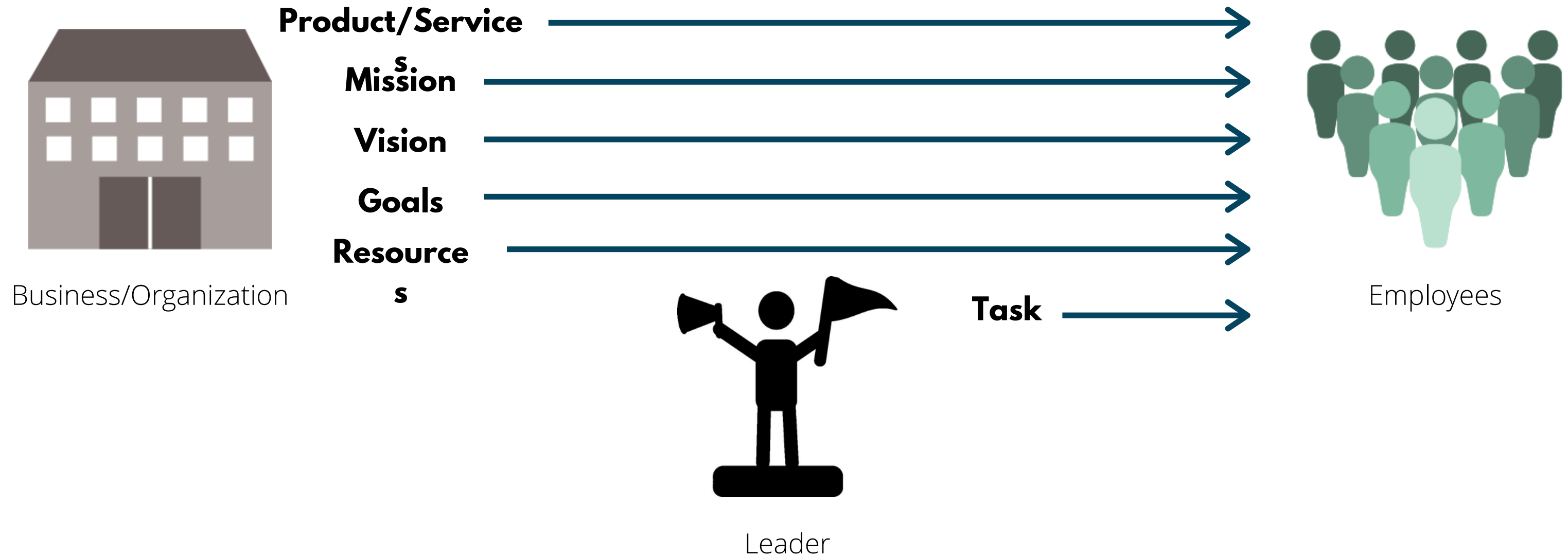
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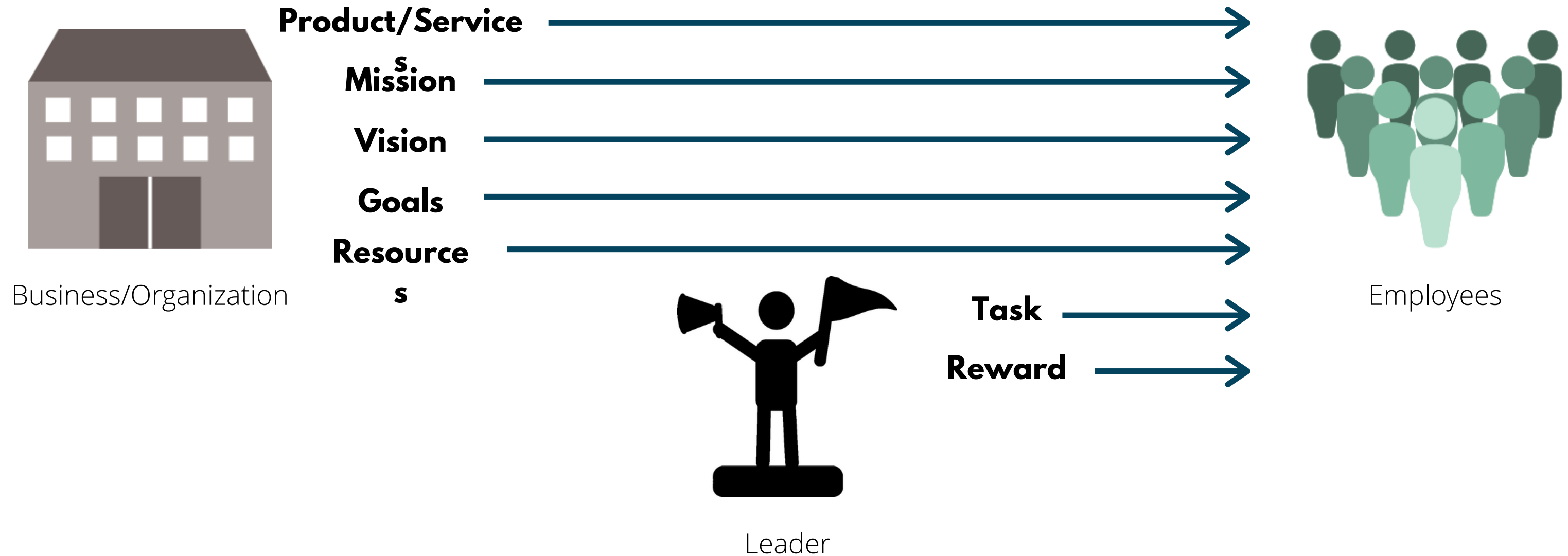
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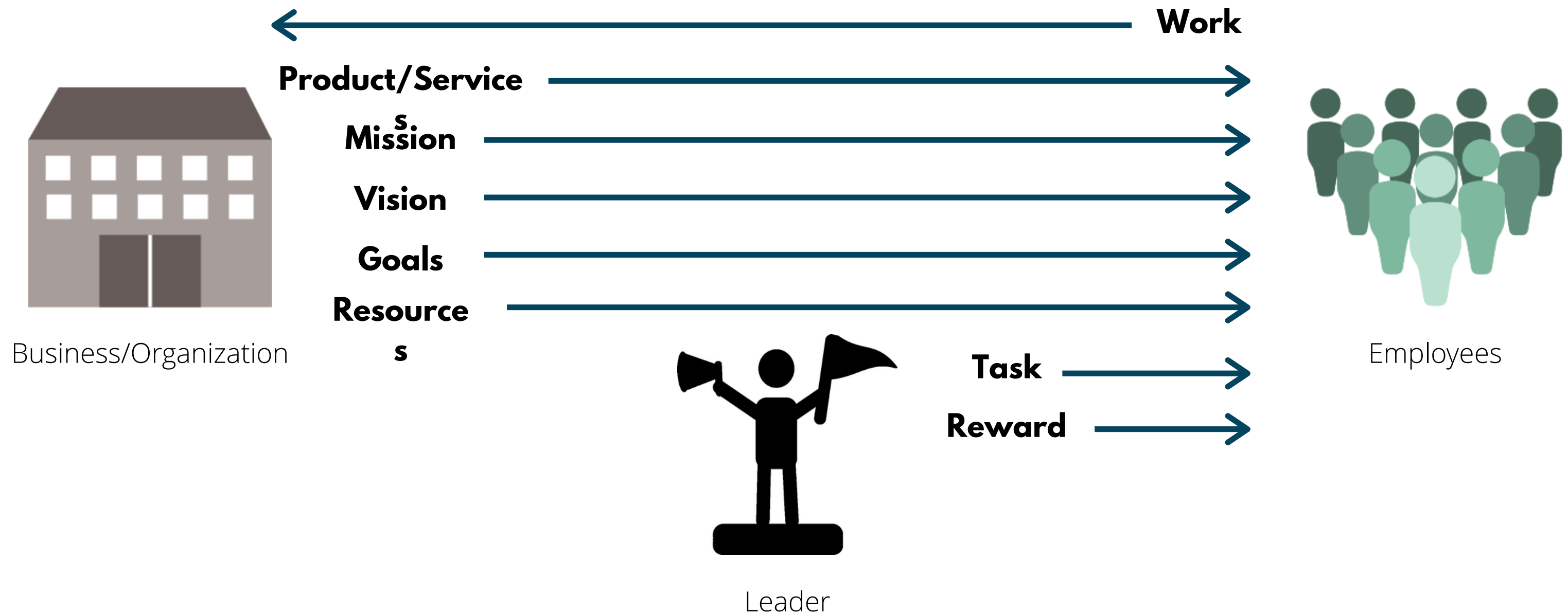
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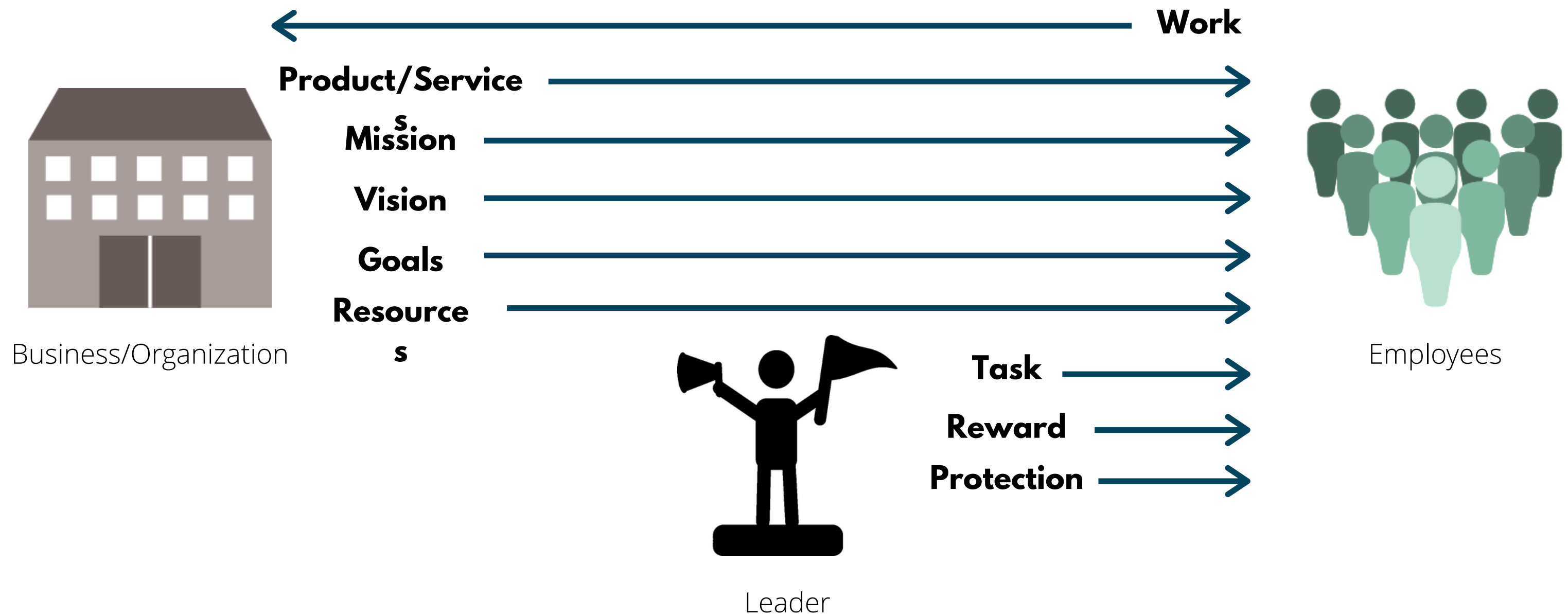
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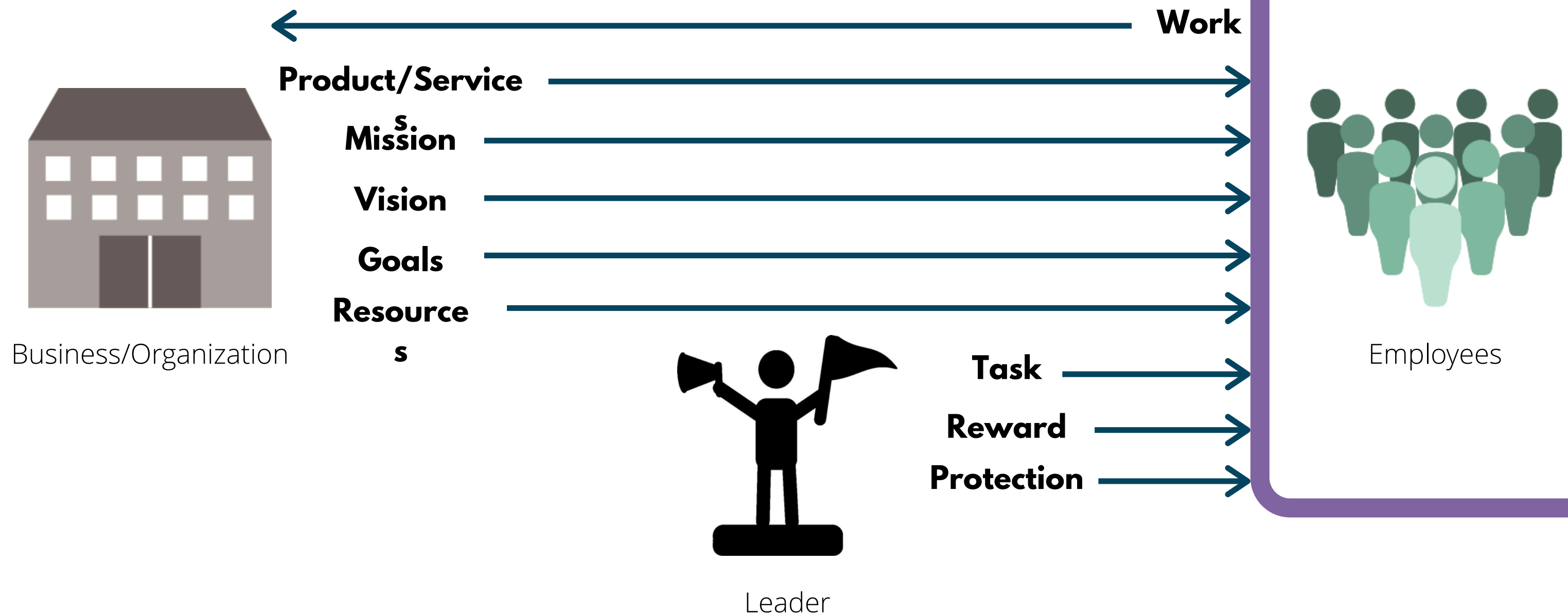
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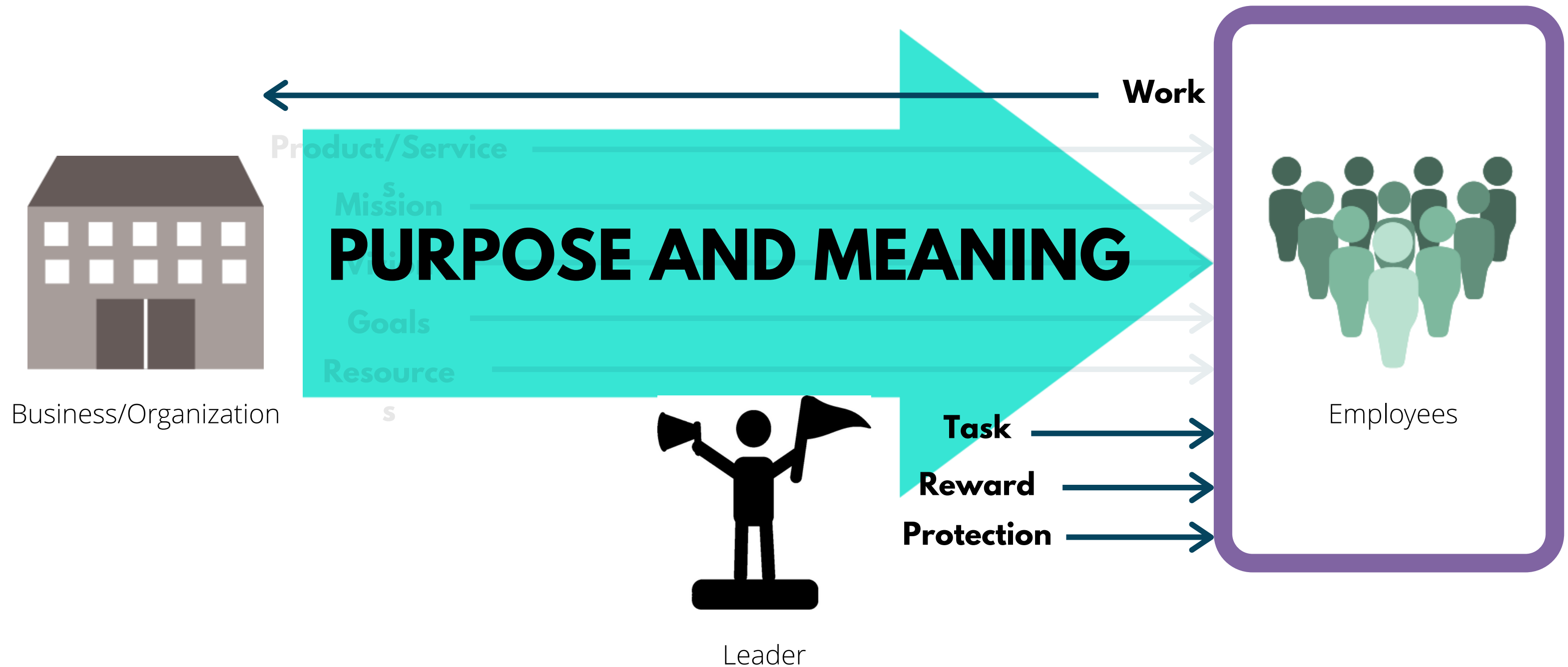
The Transformational Leadership Model



The Transformational Leadership Model



The Transformational Leadership Model







Your People

You



Why TL Engages and Retains

- **It connects daily task to meaning**



Why TL Engages and Retains

- It connects daily task to meaning
- It encourages intentional development conversations



Why TL Engages and Retains

- It connects daily task to meaning
- It encourages intentional development conversations
- It speaks to the heart of your people



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- **It connects daily task to meaning**
- **It encourages intentional development conversations**
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TRANSFORMATIONAL LEADER

- **WHAT:** Leadership Development Pilot Program
- **WHO:** Managers/Leaders (**only accepting 12 per cohort**)
- **WHEN:** Targeting mid-April start
- **HOW:** Get more info at this link →



If all else fails, ask yourself:

“What can I do to help
my team win today?”



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