

LEADERSHIP FUNDAMENTALS

IN A TIME OF EVER-CHANGING WORKPLACE CHALLENGES

Our world today is loud, cluttered, and busy. Every day countless attempts are made to attract our attention and distract us from our goals. Social media claims to have answers about how to lead through the noise. It is regularly full of tidy little quotes about who leaders are and what they do. Authors and circuit speakers tell inspiring stories of leaders who changed their workplace, changed their neighborhood, changed their industry, even changed the world. Are their stories motivational? Oh, yes. Absolutely. Do they help you with what you'll need to deal with tomorrow morning as you begin your workday? Probably not.

There's ample inspiration and motivation out there today, but it is mostly void of actionable content. It lacks the simple to-dos of effective, day-to-day, leadership. The blocking and tackling. The fundamentals. Whether your current challenges are engaging a remote workforce, the physical and mental health and safety of your employees, diversity and inclusion expectations, supply chain issues, or high turnover (just to name a few), you won't succeed unless you have already established core leadership skills.

The belief that leadership must be different today due to the unique and extraordinary times is false. The environment may be different. The events shaping today's workplace may be VERY different. But the core principles of leadership remain unchanged.

Through 20+ years of developing highly customized presentations by studying the ins and outs of organizations from international conglomerates with hundreds of thousands of employees down to local businesses with teams of 20 people, plus his interviews of hundreds of business and workplace leaders via his FM radio show and podcast *What's Working with Cam Marston*, Cam will spotlight the essentials of leadership that can be lost in today's world of distractions. They're the messages he's heard repeated – sometimes subtly, sometimes boldly – in his interviews and partnerships with the most effective leaders he's found.

This presentation will return leaders to the fundamentals of leadership. They will learn:

- How workplace culture is intentionally created and must be carefully stewarded in order to last
- Communication remains the root of nearly all workplace challenges and how to understand what your colleagues need from you in your interactions
- That preventing teamwork challenges BEFORE they happen is a much better solution than fixing teamwork problems after they have gotten out of control
- Self-Awareness is key to gaining influence
- To listen internally for your second reaction to challenging situations and how to ignore your first, usually highly emotional, reaction
- Predictions for workplace change and how to get ahead of the changes



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.



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