

# THE ART OF SIGNIFICANT LEADERSHIP

---



DAN CLARK  
SIGNIFICANCE

# LEADING FROM THE INSIDE OUT

BY: DAN CLARK  
CSP, CPAE HALL OF FAME SPEAKER



# DAN CLARK ON LEADERSHIP

Dan has traveled the world for 35 years as a professional speaker, high performance business coach, and leadership expert. Dan has spoken for 200 of the Fortune 500 companies, Super Bowl Champions, military leaders, and with thousands of clients in 71 countries.

Dan has interviewed Presidents and CEOs, Generals, and the head coaches of the most successful professional teams in the world! The one question Dan asked every one of these leaders is: *“As a leader, what your greatest and most difficult thing you have to do?”* They all agree that their toughest task is to get everybody in the organization to care as much as they do! To catch the vision, feel the passion, and execute the plan.

Dan shares his unique and disruptive leadership development training that will revolutionize our understanding and forever ‘up-level’ the way in which we build high performing teams.

In our rapidly changing world where the constant leadership buzz is about how to manage the Gen X and Millennial generations, focused only on the ‘fruits’ that makes us different - Dan teaches that Significant Partner Leader’s focus on the ‘seeds’ that make us the same.

Dan gets you to dig deeper than you previously have or are currently experiencing, to clarify, nurture, water and fertilize your ‘seed’ beliefs on leadership in a way that will bring forth the ‘fruits’ of significance that will keep you relevant to the never changing desires and always changing generational needs of our emerging work force!

# LEADING FROM THE INSIDE OUT

Belief is what creates a leader – with and without a title. It's the belief of the leader that creates expectations. It's the expectations that creates the required behavior and it's the collective beliefs and behaviors of everybody in the organization that creates what Dan calls a Culture of Significant Partner Leaders.

In the following chart of stereotypical differences, which qualities most accurately describe you, and which ones do you need to work on in order to be both a successful Manager and a Significant Partner Leader:



## M MANAGER VERSES

- M Manager's title is appointed and bestowed
- M Managers are copies
- M Managers administer
- M Managers maintain
- M Managers accept the status quo
- M Successful managers are Transactional

## L LEADER

- L A Leader's title is earned
- L Leaders are original
- L Leaders innovate
- L Leaders develop
- L Leaders challenge it
- L Successful leaders are Inspirational

# SIGNIFICANT PARTNER LEADERS ARE TRANSFORMATIONAL

**Transactional leaders** find themselves and create followers.

- **Transformational Partner Leaders** create themselves and produce leaders.

**Transactional leaders** are obsessed with position, power, politics and perks.

- **Transformational Partner Leaders** are motivated by purposes, values, morals and ethics.

**Transactional leaders** focus on short-term profits, fulfill current job descriptions, supported by existing systems and “human doings” to maximize efficiencies and do things right.

- **Transformational Partner Leaders** focus on long-term objectives, design and re-design roles that are relevant and meaningful, supported by overarching values and “human beings” to maximize effectiveness and do the right things.

**Transactional leaders** take credit when the team succeeds and give blame when it fails.

- **Transformational Partner Leaders** give credit to the team when they win and take blame when they lose.



Transactional leaders create & maintain a small, exclusive “inner circle of safety,” where they willingly sacrifice others for the benefit of themselves.

- *Transformational Partner Leaders* create and maintain a large, all-inclusive “circle of safety,” where they willingly sacrifice themselves for the benefit of others.

## LEADING WITH STYLE AND EXPECTATIONS

### SITUATIONAL LEADERSHIP

DIRECTING – telling; giving instructions to be followed here and now.

COACHING – demonstrating; allowing learning by doing.

SUPPORTING – sharing; referring to resources; giving positive reinforcement.

DELEGATING – watching; letting others do it with minimal supervision.

- Which is your dominant style?
- Which (if any) of the other three styles do you subscribe to?

Significant Partner Leadership is not a step-by-step program list of things to do, but rather a condition of the heart based on predictable trust. Leaders don't seek to control, they liberate. The fruits of an exceptional leader appear predominantly among the followers.

- Are the subordinates reaching their full potential?
- Are they learning and serving?
- Do the followers understand and accept diversity?
- Can they manage conflict?

Regardless of your current natural 'Leadership Style' the one communication technique and tool we all must perfect is the art of individually connecting through expectations.

## Dan Clark's Twelve Leadership Truths

### Leadership Truth #1

Significant Partner Leaders understand the two major roles and functions of a Partner Leader, which are: strategy and decision making AND motivating and engaging people.

If you want to be a Significant Partner Leader:

- You must always be a transformational leader who sets high human character based expectations so everybody realizes that the most valuable intelligence is not artificial.

Action Step: Create a Leadership Development Plan

### Leadership Truth #2

Significant Partner Leaders Have Personal Clarity

If you want to be a Significant Partner Leader:

- You need to know who you really are – committed to being everything you were born to be, because you'll make a lousy somebody else! To be a Significant Partner Leader you inspire everyone to be them selves – because everybody else is taken.

Action Step: Describe an experience when expectations were clear and understood. What resulted from that experience?

## Leadership Truth #3

Significant Partner Leaders Know Their 'Why'

If you want to be a Significant Partner Leader:

- Make your 'why' bigger than your 'why not,' and make it your own by focusing on purposes instead of just setting goals.

Action Step: Explain how you are "all in" with these goals physically, emotionally, spiritually and mentally.



## Leadership Truth #4

Significant Partner Leaders Are Resilient – No Matter What!

If you want to be a Significant Partner Leader:

- Make sure you and everybody else firmly believe that when you get knocked down seven times you get up eight!

Action Step: Create some goals that stretch your current abilities and get you out of your comfort zone.



## Leadership Truth #5

Significant Partner Leaders Make Every Day a 'Revenue Day'

If you want to be a Significant Partner Leader:

- Commit yourself and others to focus on what matters most, and perfecting your execution by obligating yourself to a daily routine with passionate perseverance!

Action Step: Explain how you inspire people to follow your vision.

## Leadership Truth #6

Significant Partner Leaders Go Beyond Being Best To Doing Right

If you want to be a Significant Partner Leader:

- Make sure you and your co-workers understand that the only person you need to be better than is the person you were yesterday.

Action Step: Write a description of a time you were a follower, admirer, partner and significant partner.



### Leadership Truth #7

Significant Partner Leaders Engage Both Cognitive and Emotional Intelligence

If you want to be a Significant Partner Leader:

- You will engage both sides of the brain and relentlessly study, learn, train, prepare, and practice until you 'gut' reaction becomes proactive execution sustained at a constant peak performance level!

Action Step: Write your Personal Motto.

### Leadership Truth #8

Significant Partner Leaders Go To Where Their People Are Physically, Intellectually, Spiritually, Emotionally and Socially

If you want to be a Significant Partner Leader:

- Remember the old adage: People don't care how much we know until they know how much we care.

Action Step: Think of someone you know in business or in your personal life that might be in a place you'd find uncomfortable—then go see them in that place.

## Leadership Truth #9

Significant Partner Leaders Turn Recruiting into Attraction and Training into Retaining Their Best People

If you want to be a Significant Partner Leader:

- Remember that we attract what we believe we deserve and in order to attract and inspire extraordinary human beings, we must first be extraordinary!

Action Step: Think of a situation when you felt uncomfortable then vow to yourself to do it if it happens again.



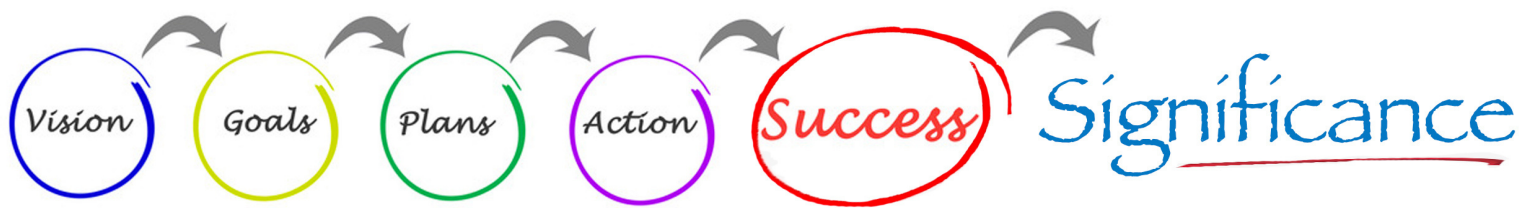
## Leadership Truth #10

Significant Partner Leaders Never Let Themselves or Anyone Else Get Complacent

If you want to be a Significant Partner Leader:

- Commit yourself and others to stop saying, "I did the 'best' I could," and start saying, "I did the 'most' I could," by obligating yourselves to passionately following a daily routine!

Action Step: Set a goal to read more, study more and practice a skill to overcome complacency.



## Leadership Truth #11

Significant Partner Leaders Make Continuous Improvement a Daily Activity

If you want to be a Significant Partner Leader:

- Continuously raise your personal and professional bar!

Action Step: Challenge yourself to achieve something faster or with more study and preparation than you normally do. Describe your experience.

## Leadership Truth #12

Significant Partner Leaders Focus on Service Before Self

If you want to be a Significant Partner Leader:

- Always be involved and visibly living the rock foundational core value beliefs of service before self that you expect everybody else to live!

Action Step: Think of a situation where you can put service before self. Then do it.

BOOK DAN CLARK FOR YOUR NEXT EVENT  
KEYNOTE SPEECH

OR

1-3 DAY LEADERSHIP TRAINING  
VIRTUAL DAN CLARK HUDDLES

FOR MORE INFORMATION CONTACT  
DAN CLARK & ASSOCIATES

P.O. BOX 58689

SLC, UT 84158 USA

805-937-7785

[booking@danclark.com](mailto:booking@danclark.com)

[danclark.com](http://danclark.com)