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Ahead of the Curve:
Unlocking Key Business and Leadership Insights for Success in 2024

Baldry + Sanford Growth Hub – 19th March 2024

Facilitated by Clinton Sanford

Face-to-face workshop: Trends

mindshop

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What won't change.......

Jeff Bezos
Founder and CEO, Amazon.com

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Agenda

Kick off, new releases and networking. **01**

Future-proof you and your business: The must-know high-performance trends for 2024. **02**

AI revolution: Mastering the latest releases for ultimate leadership and team efficiency. **03**

Coffee break / Networking with peers **04**

Fast-Track Success: Turbocharge your capability Building with learning sprints. **05**

Burnout buster: Revitalize yourself and your team with these winning tactics! **06**

Solve it together: Problem Solving roundtables **07**

Strategy to action: Your next 90-day plans, wrap-up and key insights. **08**

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Growth Hub 2024 Workshops

Four rounds of practical workshops throughout the year providing the latest insights, best practice, contrarian thinking and practical 'how to's' to accelerate the overall performance of you as a leader and your business.

TRENDS

Workshop 1 - Today
In person 4 hour workshop

Location – baldry + sanford offices

Discover emerging trends all leaders need to understand for higher performance. Challenge your plans with experienced peers.

Potential learning topics:
- Pivot strategies to embrace market and economic shifts
- Leveraging new technology
- Sustainability trends
- Building capacity and capability – new approaches
- Productivity / Efficiency
- Resetting your plans for 2024
- Problem solving roundtables

Facilitator
Name Clinton Sanford

LEADERSHIP

Workshop 2 - Date 11 June
In person 4 hour workshop

Location - baldry + sanford offices

Dramatically boost your effectiveness as a leader. Learn new, practical approaches and insights to embrace in your role.

Potential learning topics:
- Reimagining leadership
- Coaching mastery
- Leadership effectiveness
- Mindset & resilience
- Personal productivity
- High performance cultures
- Discuss and learn from leadership case studies
- Problem solving roundtables

Facilitator
Name Clinton Sanford

AGILITY

Workshop 3 – Date 3 September
In person 4 hour workshop

Location - baldry + sanford offices

Learn new approaches to staying agile when driving change across your organisation. Discover how to get the most from your team.

Potential learning topics:
- Team effectiveness
- Managing hybrid teams
- Change success barriers
- Change cadences that work
- Attraction & retention strategies
- Staying agile & lean
- Emerging learning techniques
- Performance management
- Problem solving roundtables

Facilitator
Name Clinton Sanford

PERFORMANCE

Workshop 4 - Date 3 December
In person 4 hour workshop

Location - baldry + sanford offices

Drive higher performance in the year ahead. Where are your emerging opportunities? What strategies will cut through?

Potential learning topics:
- Scaling for success
- Emerging opportunities
- Strategies for 2025
- Profitable growth
- Sales performance
- Marketing / branding shifts
- Discuss and learn from high performance case studies
- Problem solving roundtables

Facilitator
Name Clinton Sanford

Further professional development available through 20+ courses and 120+ tools on Mindshop Online

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4 NEW courses now available

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Last workshop actions

To Do List

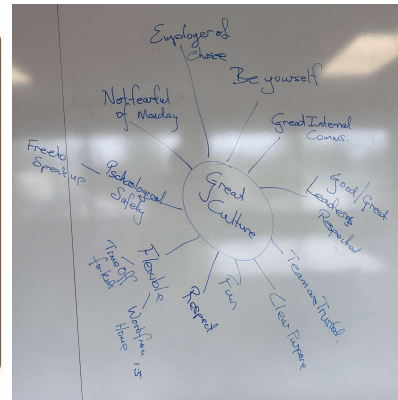**Agile Strategy**

- Playing to win insights
- 6 keys to creating agile strategy

- Product portfolio analysis
- Peer spotlight – driving higher business performance

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Introduction & updates

Please provide a brief introduction to yourself and outline what your key focus is to kick start 2024?

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Future-Proof You and Your Business. Must know high performance trends for 2024

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2024 Business Trends

Forbes

MACHINE LEARNING

The 10 Biggest Business Trends For 2024 Everyone Must Be Ready For Now

Bernard Marr Contributor ©   Follow

Ref: https://www.forbes.com/sites/bernardmarr/2023/09/25/the-10-biggest-business-trends-for-2024-everyone-must-be-ready-for-now/?sh=5fc8fceb59ab

London Business School

About   Masters Degrees   Executive Education   PhD   Faculty & Research   Think   Alumni

Home > Think at London Business School > Business trends in 2024: what's in store this year?

think AT LONDON BUSINESS SCHOOL

Business trends in 2024: what's in store this year?

What will the next 12 months bring? Our experts share their suggestions for a positive, prosperous business year

Ref: https://www.london.edu/think/business-trends-in-2024-what-is-in-store-this-year

FINANCIAL REVIEW

The top seven business trends for 2024

Here are the big themes we expect to make news across the corporate world in 2024 – in fashion, the workplace, media and professional services.

Ref: https://www.afr.com/companies/energy/the-top-seven-business-trends-for-2024-20231121-p5elpu

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2024 trends – Top 5 across most articles

1. **AI (Artificial Intelligence) everywhere**
   - Embrace it where it can drive improved productivity, efficiency and innovation. AI should be an enabler and accelerator of human potential.

2. **WFM (Work From Home) shift back to offices**
   - Flexibility / Hybrid are the key words for 2024. Each industry, organization and team members unique needs should be considered in appropriate strategies.

3. **Sustainable businesses**
   - All businesses will continue to look for ways to reduce their carbon footprint directly and in their supply chain. Larger businesses will have extended reporting requirements.

4. **Improved productivity habits and strategic capabilities**
   - Greater investment will be made by leaders and teams in improving their productivity habits (ways they operate daily) as well as new strategic and problem solving skills

5. **Economic and geopolitical headwinds to continue**
   - Continued economic instability, high cost of living pressures, multiple wars and many elections occurring globally will continue to bring fragility and risk to many markets

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2024 – what will you <u>Adopt</u>?

What to Adopt

What top three ideas will you adopt as a strategy to improve your performance as a leader from the following list?

① **Contrarian Thought**
Challenge conventional wisdom and embrace dissenting perspectives to encourage innovative thinking and avoid groupthink.

② **Timebox**
Set fixed time limits on tasks or projects in your calendar to enhance productivity and prioritise focus on essential activities, driving you to under promise and over deliver.

③ **Operational Excellence**
Achieve high efficiency and effectiveness across organisational processes, emphasising continuous improvement and streamlined operations.

④ **Model the Way, Be the Coach**
Lead by example and foster a coaching mentality to empower team members through guidance, support, and personal development.

⑤ **Learn from the Right Peers**
Actively seek insights and knowledge from experienced and relevant mentors or peers to accelerate personal and professional growth.

⑥ **Profitable Growth**
Embrace marketing and sales strategies that focus on profitable revenue growth and steer clear of growth opportunities that don't positively impact the bottom line.

⑦ **Customer Centricity**
Place the customer at the core of business decisions and actions, ensure products and services meet or exceed customer expectations.

⑧ **Leverage AI & Technology**
Harness the power of artificial intelligence and emerging technologies that enhance operational efficiency, drive innovation in products & services, and help you gain a competitive edge.

⑨ **Stop Doing List**
Identify what 20% of activities and tasks you undertake as a leader provide 80% of the value to the business. Now make a stop doing list of things that don't add high value.

⑩ **Higher Quality Team**
Build and maintain a high performing team with diverse skills, experiences and strengths to drive collective success. Move on poor performers quickly.

⑪ **Mindshop Way**
Embrace and master the business methodologies of Mindshop, which focus on simplifying the complexity in business through strategies, tools, and support for growth and development.

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2024 – what will you Abandon?

What to Abandon

What top three issues will you address to improve your performance as a leader from the following list?

1. **Searching for Unicorn Team Members**
Endlessly trying to assemble the 'perfect' team can end up being the enemy of a 'good' team with strong values and growth potential, thus hindering long-term success.

2. **Fixed Mindset**
Holding a rigid belief that leadership capabilities and acumen are static hinders your adaptability and growth in the face of opportunities.

3. **Loss Making Products & Services**
Continuing to invest resources in products or services that consistently generate financial losses rather than re-evaluating or pivoting strategies.

4. **Toxic Team Members**
Tolerating individuals who bring negativity, conflict, or detrimental behaviour into the team environment, impacting overall morale and performance of the wider group

5. **Poor Work / Life Balance**
Neglecting the importance of a healthy equilibrium between professional and personal life, potentially leading to burnout and decreased productivity.

6. **Living on Social Media**
Overemphasising online networking and posting content at the expense of real-world relationships and genuine interactions within quality professional circles.

7. **Echo Chambers**
Surrounding yourself with individuals or sources of information that only validate rather than challenge your ideas, limiting exposure to diverse perspectives and hindering innovation.

8. **Strategic Planning with No Implementation**
Engaging in thorough strategic planning activities without a corresponding commitment to effective execution, leads to unrealised goals and wasted effort.

9. **Emotional Intelligence Blind Spots**
Overlooking or neglecting the importance of building greater emotional intelligence, potentially resulting in challenges in interpersonal relationships and leadership effectiveness.

10. **Unworthy or Poor Quality Customers**
Accepting customers who may be a poor fit for the product or service, leading to dissatisfaction, increased support demands, and potential damage to the brand

11. **Worrying About Things You Can't Change**
Focusing excessive energy and attention on factors beyond your control, leads to unnecessary stress and distraction from actionable priorities.
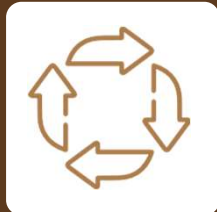
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Exercise

- In pairs, discuss what key trends, aspects to adopt or aspects to abandon you need to embrace in your role / business for 2024?

- Let's hear some examples

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AI Revolution: Mastering the latest releases.

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Gartner Hype Cycle
updated Aug 2023

Hype Cycle for Emerging Technologies, 2023
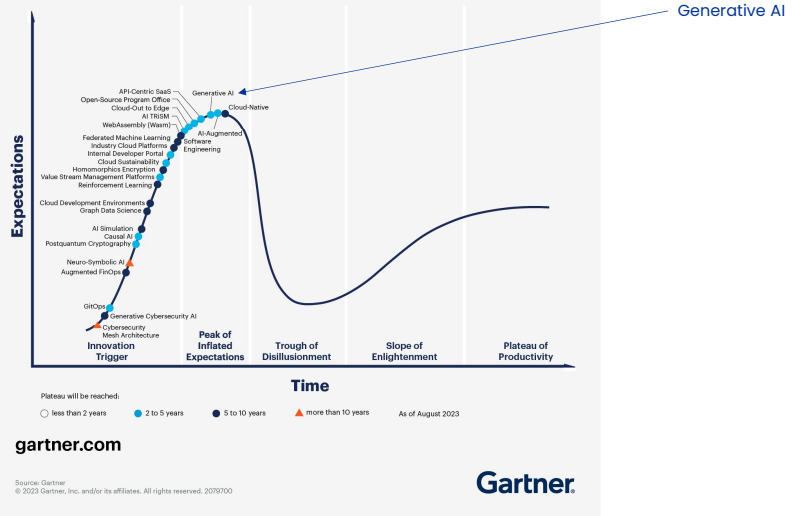
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10 trends in AI revolution

Top 10 Generative AI Trends for 2024

Ref: https://www.youtube.com/watch?v=IX33yLzg3Mg

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Risks in over use of AI…..

- 2024 will see more and more leaders using AI to develop strategies

- What are the risks of this to drive goals, innovations and trends?

- Does it have 'enough' authentic data to make them grounded in reality?

Ref: https://www.forbes.com/sites/rachelwells/2023/12/05/8-chatgpt-prompts-to-create-your-2024-business-strategy/amp/

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Transcriptions for meetings

AI note taker by Fathom

- https://fathom.video/
- Investment - Free

Zoom AI companion
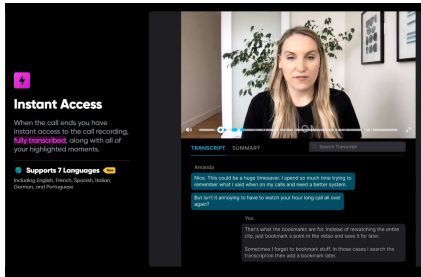
- https://www.zoom.com/en/ai-assistant/
- Investment – Included with paid zoom

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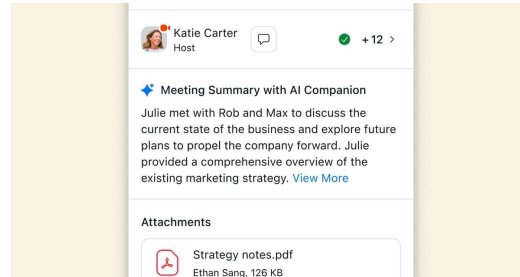
Creative content ideas

ChatGPT - https://chat.openai.com/

Investment: Free version

Ways to leverage as a leader:

1. Summarise meeting notes
2. Challenge ideas on innovations
3. Develop a meeting agenda
4. Write emails (with clear prompts given)
5. Review data sets to pull trends
6. Provide contrarian thought on a strategy idea

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Presentations

Beautiful.ai

• Investment: $40 p/m for a team
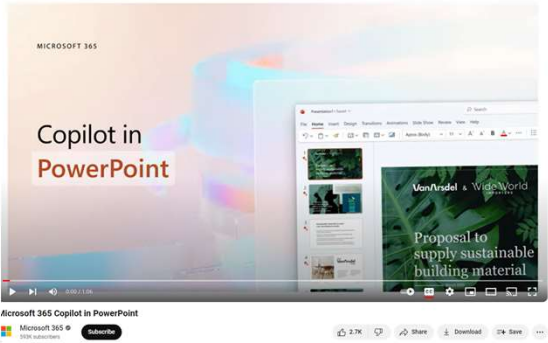
Microsoft Copilot

• Investment: $30 per user, per month

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Discuss

Let's have a quick open discussion about what AI tools could you leverage more effectively and where as a leader in 2024?

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Coffee Break

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Fast-Track Success:
Turbocharge Your Capability
Building with Learning Sprints

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What is the one learning area you want to improve in during 2024 to accelerate your performance?

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70-20-10 model X Learning pyramid

To boost your retained learning in 2024 focus on these two models.

10%
Formal Training

20%
Mentoring / Coaching

70%
Experiential

Passive Teaching Methods

Participatory Teaching Methods

5%	Group presentation
10%	Reading
20%	Video / Podcast
30%	Demonstration
50%	Group Discussion
70%	Practice by Doing
90%	Teach Others

80%

20%

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There is no better way to learn than to teach.

Benjamin Whichcote
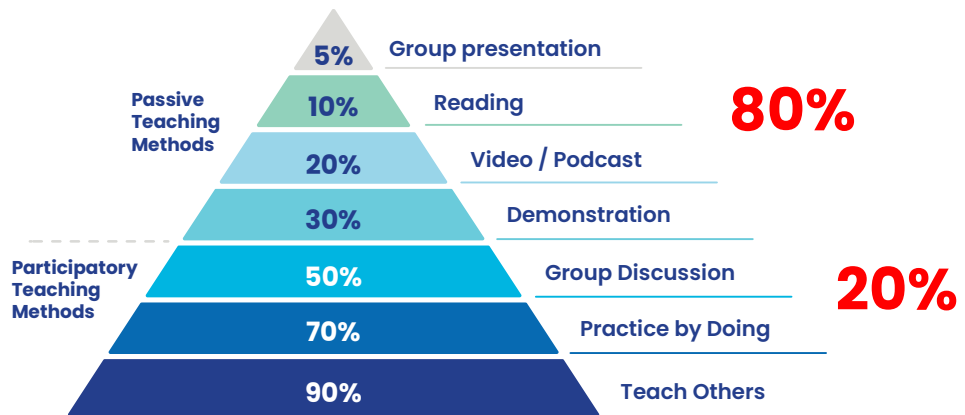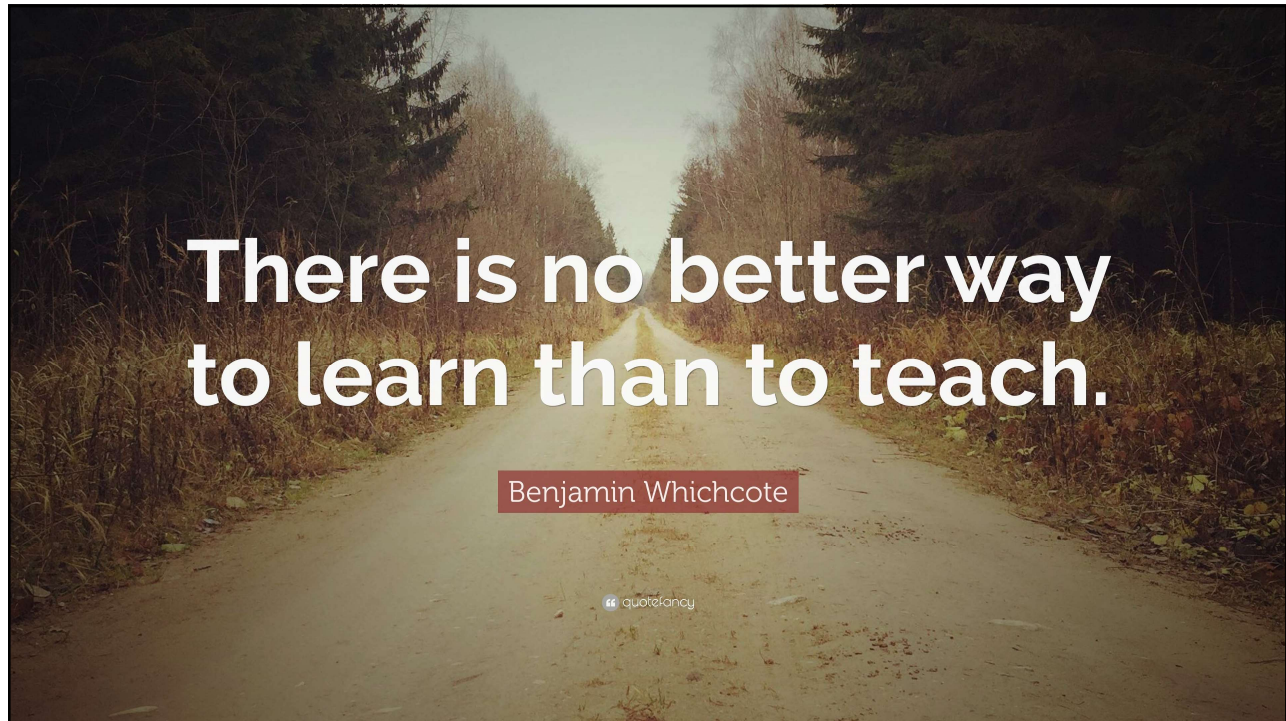
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Speed learning

Watching or listening to a video in 2 x speed

"Research asked 231 students to review some YouTube videos at normal speed, 1.5x speed, 2x speed or 2.5x speed…..The results showed that there was **very little difference between normal, 1.5x and 2x speed** and only 2.5x speed showed a drop in memory retention.

However, the most interesting outcome from the research was that if the student watched a video at 2x speed and used the time saved to immediately watch it again at 2x speed their test results showed a significant improvement."

Top 10 Generative AI Trends for 2024

Ref: https://www.linkedin.com/pulse/why-reviewing-video-presentation-twice-double-speed-sean/?trk=public_profile_article_view

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Embrace Learning Sprints

A "Learning Sprint is a structured and efficient way to **accelerate learning and skill development**. Dependent on the level of learning required on the topic it could be over hours, days or weeks in length. Key components of a Learning Sprint are:

1. **Focused learning periods,** short dedicated periods of focused learning, this is where the art of timeboxing helps you focus your learning.

2. **Clear objectives**, before starting you need to define your specific learning objectives and goals. Go for quality over quantity

3. **Mix up your learning mediums** – video, blogs, coaches, workshops, podcasts, networking, audio books, conferences, discussion forums, LinkedIn. Find what works best for you.

4. **Structured practice**, breaking down the skill or knowledge into manageable chunks and practicing them systematically. Allocate daily time or each week.

5. **Feedback and reflection**, asses your progress, identify areas for improvement and make necessary adjustments. Continue to build your knowledge by adding new learning sprints over time.

Ref: https://gettingresults.com/learning-sprints/

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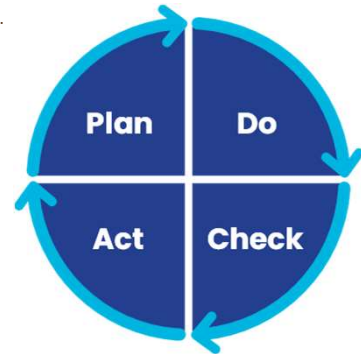
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Discuss

Let's discuss, what evolved learning approaches will you embrace for your key learning area?

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Burnout Buster
Revitalize Yourself and Your Team

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The 3 defining
characteristics of burnout

Feelings of
energy depletion
or exhaustion

Increased mental
distancing or
feelings of negativism
related to one's
job/responsibilities

A sense of
ineffectiveness
and lack of
accomplishment

Ref: https://bepure.co.nz/blog/5-signs-of-burnout-and-what-to-do-about-it/
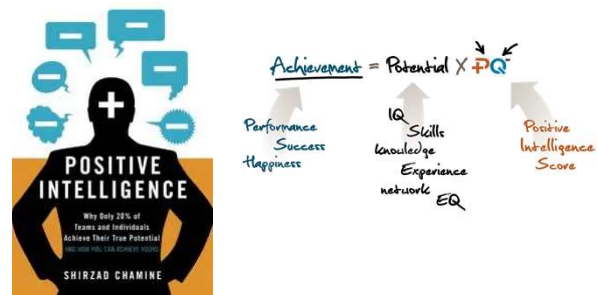
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Leverage PQ (Positive Intelligence)

Positive Intelligence Quotient, or PQ, is the measure of your mental fitness.

A component of this research looks at understanding specific saboteur behaviours and how they impact us as leaders

https://support.positiveintelligence.com/article/129-where-do-i-take-the-sab-assessment-and-pq-assessment

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Stress Management

Performance (vertical axis, LOW to HIGH)

Stress Level (horizontal axis, LOW to HIGH)

○ Target Performance

Peak Performance

Safety Margin

STAGE 1
• Free Floating Anxiety
• Under Reaction
• Over Reaction

STAGE 2
• Inability to motivate
• Inability to control emotions

STAGE 3
• Loss or inability to react
• Personality change
• Withdraw emotionally

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Burnout Issues and solutions

Issue	Solutions
Too busy / no time	• Review cadence of the business (address poor rhythms and poor use of technology) for better efficiency • Go and meet with a peer who is performing well and hear best practice as to what they are doing. Embrace ideas for better productivity • Embrace better time management habits (do the Time and Priority Management course with Mindshop) • Stop gold plating everything • Make the changes – don't just talk about it • Make a stop doing list. What 20% of what you do drives 80% of the value you add to the business
Mental breakdown	• Seek professional help • Find peers available for conversations / listen. Check-ins • Are you OK?

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Burnout Issues and solutions

Issue	Solutions
Quality of team	• Move on poor operators that don't fit • Innovate your team to find good people (part-timers, offshore, different locations WFH) • Do attraction / retention course to look for ways to improve attraction retention strategies • Embed strong systems / processes to turn a 6/10 person (as long as they have good values) into 9/10
Mindset	• Remove (or mitigate the impact of Energy Vampires around you • Embrace a 'growth mindset' • 7/10 is the NEW perfect
Poor implementation habits	• Review scrum and agile approaches and ways to improve what you do internally • Have a team member like EA or operations manager drive accountability and implementation

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Discuss

In small groups discuss what is ONE strategy you will embrace for you or your team to reduce stress and revitalize yourself.

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Solve it together: problem solving roundtable

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Problem solving roundtable

Work in groups of three to address a key challenge or opportunity you are facing at present you need to resolve?

Each of you will have 15 minutes where you raise the challenge and your group will use problem solving tools / insights from today as well as their own acumen to help develop actions to address it. Then switch.

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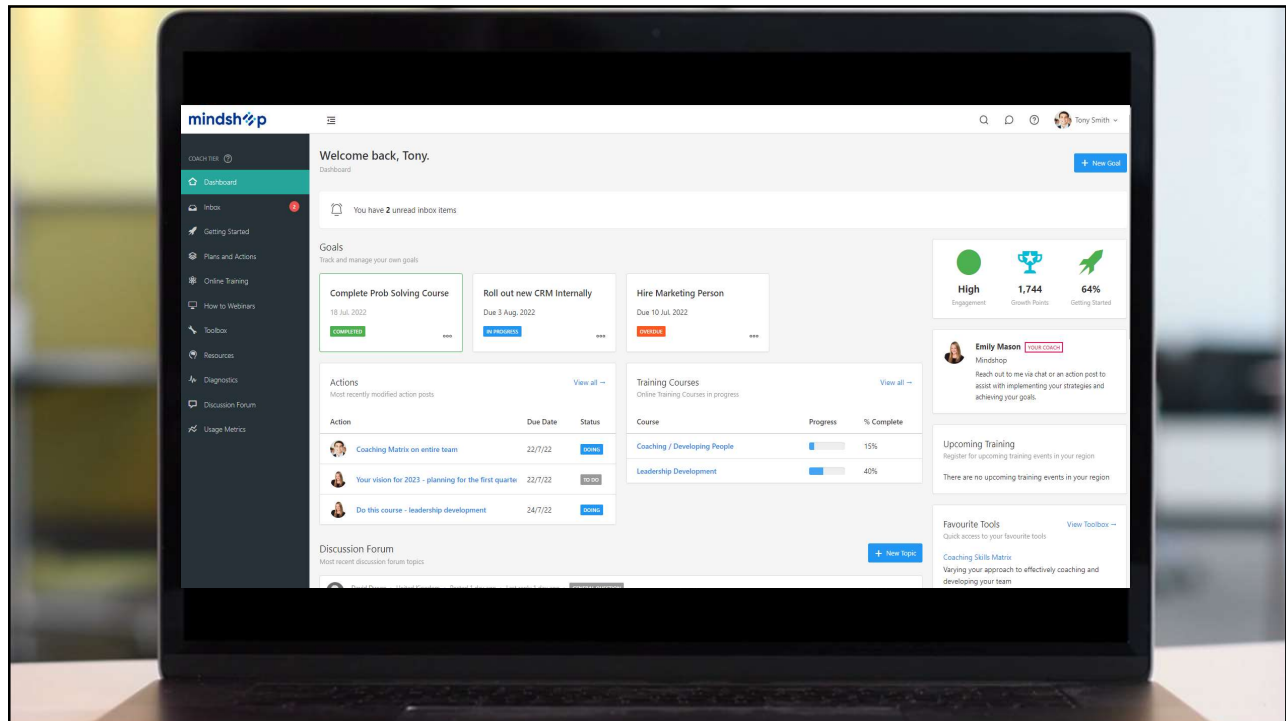**Strategy to Action: Your next 90 day plans.**

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Summary from today

- What Mindshop online courses and new tools will you or your team use or complete in 2024.
- Business trends for 2024. What won't change!
- Mastering the latest AI technology and how to implement.
- Learning trends and innovations. Learning sprints.
- How to avoid burnout for you and your team in 2024.
- Problem solving roundtable.

What was your key take away insight from today?

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Thank you for attending

Good luck with embedding the wealth of insights covered today on unlocking key business and leadership insights for success in 2024.

Next workshop date: 11 June

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