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## 2023 Leadership and Business High Performance Trends

What will be critical to your  
success in the year ahead?

baldry + sanford Growth Hub

7 March 2023

Facilitated by Clinton Sanford

'A pessimist sees the  
difficulty in every  
opportunity; an optimist  
sees the opportunity in  
every difficulty'.

Winston Churchill

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# Agenda

Welcome / New 2023 Resources / Networking	01
2023 Leadership and Business high performance trends – Mindshop report	02
Innovation and customer trends - What shifts are coming and how to be ready	03
Three 'must do' strategies to guide your business through a turbulent market	04
Coffee/Networking with peers	05
Problem solving roundtable – case study	06
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## Growth Hub 2023 Workshops

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

<p><b>2023 TRENDS</b></p> <p>Workshop 1 - Today In person 4 hour workshop Location – Baldry &amp; Sanford Offices</p>	<p><b>LEADERSHIP</b></p> <p>Workshop 2 – Date 13 June In person 4 hour workshop Location - Baldry &amp; Sanford Offices</p>	<p><b>IMPLEMENTATION</b></p> <p>Workshop 3 – Date 12 September In person 4 hour workshop Location - Baldry &amp; Sanford Offices</p>	<p><b>PERFORMANCE</b></p> <p>Workshop 4 – Date 5 December In person 4 hour workshop Location - Baldry &amp; Sanford Offices</p>
<p>Discover emerging trends and insights on best practice to shape your plans for the year ahead. Be challenged by experienced peers.</p> <p><b>Potential learning topics:</b></p> <ul style="list-style-type: none"> <li>Emerging trends in business and leadership performance</li> <li>Innovation &amp; customer trends</li> <li>Sustainability strategies</li> <li>Market &amp; economic shifts</li> <li>Resetting your plans for 2023</li> <li>Problem solving roundtables</li> </ul> <p><b>Presenter</b> Name: Clinton Sanford</p>	<p>Improve your capabilities as a high performing leader. Learn new approaches and techniques you can embrace to boost your performance.</p> <p><b>Potential learning topics:</b></p> <ul style="list-style-type: none"> <li>Leadership skills</li> <li>Coaching ability</li> <li>Mental health &amp; wellbeing</li> <li>Productivity &amp; delegation</li> <li>Building a great culture</li> <li>Leadership case studies</li> <li>Problem solving roundtables</li> </ul> <p><b>Presenter</b> Name: Clinton Sanford</p>	<p>Refine your approaches to effective implementation of change. Learn and discuss new ways to get maximum performance from your team.</p> <p><b>Potential learning topics:</b></p> <ul style="list-style-type: none"> <li>Team implementation</li> <li>Driving change</li> <li>Coaching &amp; mentoring teams</li> <li>Attraction &amp; retention</li> <li>Staying agile &amp; lean</li> <li>Performance management</li> <li>Problem solving roundtables</li> </ul> <p><b>Presenter</b> Name: Clinton Sanford</p>	<p>Lift your businesses performance for the year ahead. Learn the latest skills and approaches for strategy development, marketing, sales and improving profitability.</p> <p><b>Potential learning topics:</b></p> <ul style="list-style-type: none"> <li>Strategy &amp; planning shifts</li> <li>Profit &amp; efficiency</li> <li>Scenario planning</li> <li>Marketing &amp; sales</li> <li>Vision setting shifts</li> <li>High performance case studies</li> <li>Problem solving roundtables</li> </ul> <p><b>Presenter</b> Name : Clinton Sanford</p>



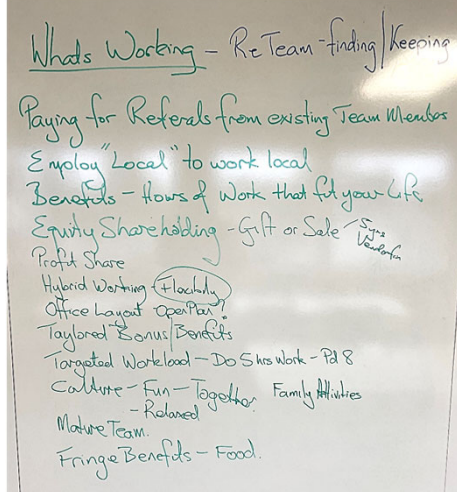
## Last 2022 Workshop Actions

### To Do List



### Leveraging Chaos

- Capacity, attraction, retention
- Productivity, time boxing
- Avoiding self-sabotaging
- Vision mapping 2023
- Emerging trends roundtable



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## Introduction & Updates

Quick introduction. Let's hear a capability area that you want to improve in during 2023?



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## 2023 leadership and business high performance trends: What are they and how will they impact you?

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Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed.

Every morning in Africa, a lion wakes up. It knows it must out run the slowest gazelle or it will starve to death.

It doesn't matter whether you're a lion or a gazelle. When the sun comes up, you'd better be running.

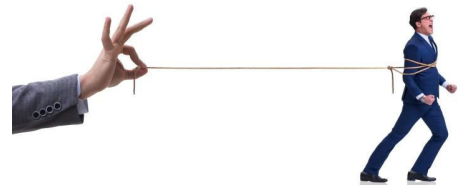
Ref: Christopher McDougall, Born to Run: A Hidden Tribe, Superathletes, and the Greatest Race the World Has Never Seen

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# Known 2023 Challenges For Leaders

1. High inflationary environment /cost of living pressures
2. Cash-flow
3. Team members change fatigue levels
4. Vision and strategies that capitalise on emerging opportunities
5. Build a culture that attracts and retains good people.
6. Understanding evolving customer needs
7. Effectively manage a hybrid workforce.
8. Stay agile in the implementation of change / strategy
9. Harness exciting new technologies
10. Your own resilience and mental health levels



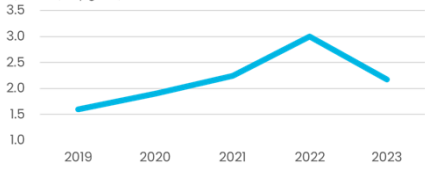
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## Attributes Of High Performers For 2023

- High emotional intelligence, self-awareness
- Customer centricity, understand emerging markets
- Optimistic contrarian
- Focus on profitable growth  
*(the number one theme for leaders in 2023)*
- Build a clear medium to long-term vision
- Team / culture builders
- Tenacious implementers - leading by example

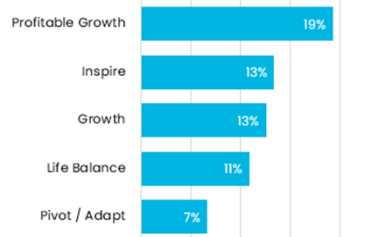
**Business leaders' confidence is on the decline**  
 Respondents were asked to rate their level of confidence on a scale of -5 (very poor) to +5 (very good).



**Biggest barriers to being an effective leader in 2023**  
 Weighted average responses.



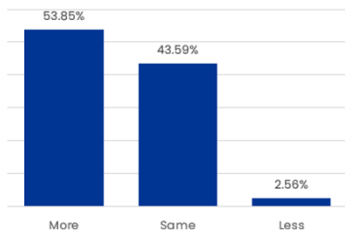
**Business Leaders' top five themes for 2023**



**↑ 72%** Are keen to grow their business this year up from 68% last year.

**↓ 47%** Have a clear strategy down from 63% last year.

**Will business leaders be investing more or less in their own leadership capabilities?**



**What approaches to building new leadership capabilities do leaders rate as most important?**

- 1 Discussions with fellow business leaders
- 2 Personal one-to-one coaching
- 3 Face-to-face workshops
- 4 Reading books / papers
- 5 Interactive webinar workshops
- 6 Self-paced online training / education
- 7 Social media posts / articles / insights
- 8 Large in-person conferences

**Top areas to boost performance**  
 Weighted average responses.



**55%** Have a strong ability to attract & retain staff down from 61% last year.

**58%** say they don't have adequate capacity

**29%** Find it easy to manage a hybrid workforce, Achieving same or better productivity than those in the office.

## Business Leader Performance Tips

“How to improve their personal resilience?”

### Top 3

1. Improve work / life balance
2. Prioritise your health and fitness
3. Educate yourself in having a positive mindset and stress management

### Example Leader Quote

*'Say no more often. Maintain a sense of humour.'*

“How to improve personal productivity and capacity levels as a leader?”

### Top 3

1. Use effective planning habits
2. Time box your schedule
3. Have a clear vision

### Example Leader Quote

*'Be prepared to delegate. Also be prepared to coach when delegation has not brought what you hoped it might - so you can delegate next time.'*

## Business Leader Performance Tips

“How to stay agile to emerging market changes and trends?”

### Top 3

1. Be willing to adapt to change
2. Keep informed at all times
3. Network within and outside the business

### Example Leader Quote

*'Read and follow thought leaders and your competition. Don't jump early but don't be too late either.'*

“How to attract and retain good people in your business?”

### Top 3

1. Great culture and values
2. Staff well remunerated
3. Have an inspiring business vision

### Example Leader Quote

*'Have great systems so you can develop great people.'*

## Business Leader Performance Tips

“How to manage a **hybrid workforce?**”

### Top 3

1. Open communication, clear expectations
2. Embrace right technology and regular check-ins
3. Measure output & clear targets

### Example Leader Quote

*‘Quick team huddle every morning to discuss what everyone is working on.’*

“How to develop and implement a clear **strategy** and **vision?**”

### Top 3

1. Engage and align team on plan
2. Strong planning and visioning process
3. Less is more - keep it simple

### Example Leader Quote

*‘Clear and simple goals and objectives. Clarity, clarity and more clarity.’*

## Business Leader Performance Tips

“How to improve **growth** and/or **profit** in your business or division?”

### Top 3

1. Business planning for growth
2. Understand market needs not wants
3. Reduce waste / inefficiency and effective cost management

### Example Leader Quote

*‘Need the ability to adapt to clients needs as and when they change.’*





## Exercise

What are your top 3 key actions?

- Reflect on the insights and seven key areas of performance tips.
- Discuss with the person next to you what are 3 actions you would take to boost your performance in 2023?

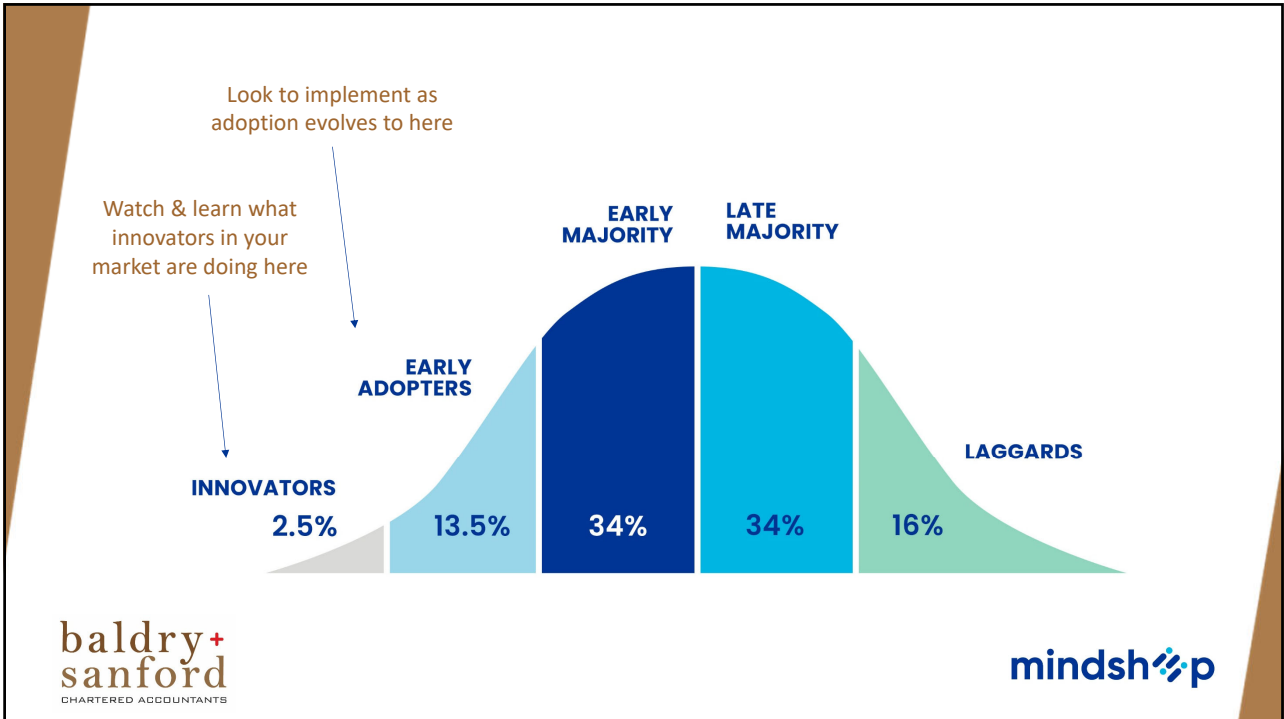
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**Innovation and customer trends:  
What shifts are coming (or here!)  
and how to be ready in your  
market**

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## Three BIG Shifts For 2023



**1. Artificial Intelligence / Digital Transformation**

How will it impact aspects of your business? How can you leverage in your business?



**2. Customer Centricity / Personalisation**

How do you stay close to the current and emerging needs of target customers?



**3. Sustainability**

As more customers see these sustainable practices as important in their buying decisions how do you embrace this more?

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# ChatGPT – AI Search & Content Creation

- Released by OpenAI in November 2022
- Natural language chat and content creation AI
- Free at present
- <https://chat.openai.com/>
- Watch for Google's Deepmind AI coming called 'sparrow' this year

## Microsoft invests \$14b in ChatGPT maker OpenAI

**Dina Bass**  
Jan 24, 2023 - 3:11am  
Save Share

Microsoft is making a \$US10 billion (\$14 billion) investment over several years in OpenAI, the creator of the artificial intelligence tool ChatGPT that has lit up the internet since its introduction in November.

ChatGPT amassed more than a million users within days and touched off a fresh debate over the role of AI in the workplace.

## Google Takes on Microsoft's ChatGPT with New AI "Sparrow" in Tech Death Battle

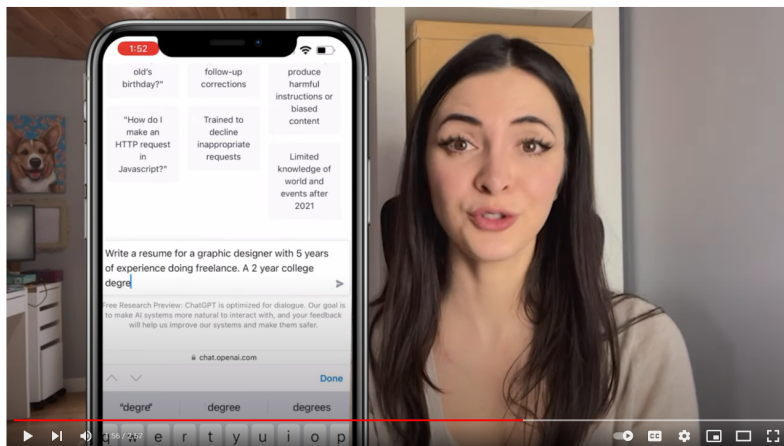
**by Nicole Buckler**  
January 23, 2023  
4 min read

<https://thechainsaw.com/business/google-microsoft-chatgpt4-chatgpt3-ai-sparrow-ai-chatgpt/>

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# ChatGPT – AI Search & Content Creation



CHAT GPT - Testing 10 COOL THINGS You Can Do!

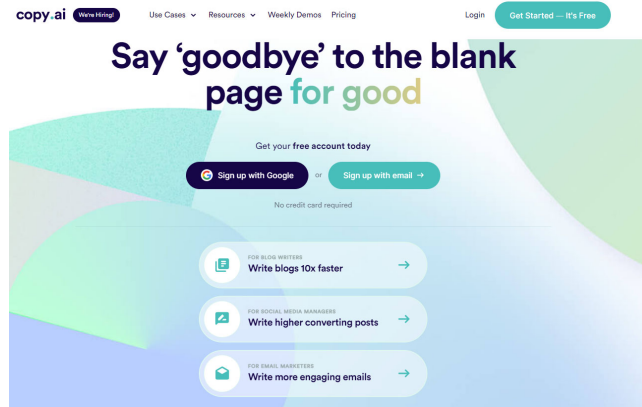
<https://www.youtube.com/watch?v=k0cW5e1hoY>

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## Many Different AI Content Generators

- Copy.ai
- Jasper.ai
- Copysmith.ai
- Articoolo.com
- Rytr.me



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Ref: <https://www.jasper.ai/blog/ai-content-generator?adgroupid=&campaignid=16165470700>

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## Digital Transformation Accelerating



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[https://www.youtube.com/watch?v=e1\\_QbJ1EhQ](https://www.youtube.com/watch?v=e1_QbJ1EhQ)

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## Discuss

Let's discuss briefly and note down ideas as to where you can leverage AI or other digital transformation technology in your business in 2023 and beyond?

Think outside the box!

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## Being Customer Centric?

### What's on customers' minds?

- Inflation
- Finding / keeping staff
- Cost pressures
- Innovation / new tech
- Scaling-up profitably
- New products / services
- Stress / life balance



## Let's see a good example



Customer-centric innovation: How CNH Industrial is shaping the future of agriculture



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<https://www.youtube.com/watch?v=j15u4F2nb1Y>

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## Measuring Customer Centricity

How to measure the success of being customer centric?

1. Survey customers
2. Churn Rate
3. Customer lifetime value

“91% of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.”

—Accenture pulse survey

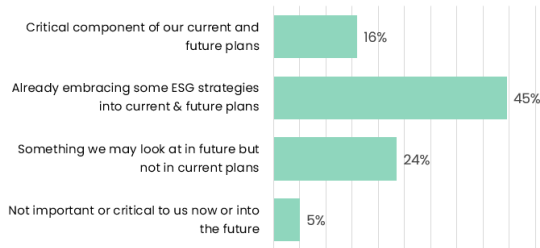
Ref: <https://www.zendesk.com/au/blog/customer-centric-business-2/>

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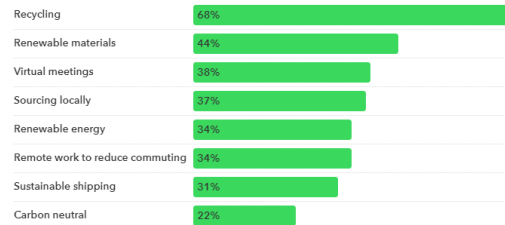
# Embracing Sustainability

Business leaders' thoughts on implementing environmental, social & governance (ESG) strategies.



Ref: Mindshop 2023 business leader survey results

Small businesses taking steps to minimize their environmental impact



Source: QuickBooks-commissioned survey of 2,031 small businesses throughout the U.S., March 2022 • Embed 

## Discuss

How is your business embracing sustainability principles in what you do?



# Coffee Break





## Three 'must do' strategies to guide your business through a turbulent market

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If there was a market downturn in your industry in 2023 what top three strategies would you employ?

1. Increase customer engagement
2. Reset the vision and plan in light of market conditions
3. Look to capitalize on emerging opportunities created by the downturn

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# ChatGPT response for.....

## Tips to increase customer engagement

JM write 5 key customer engagement tips

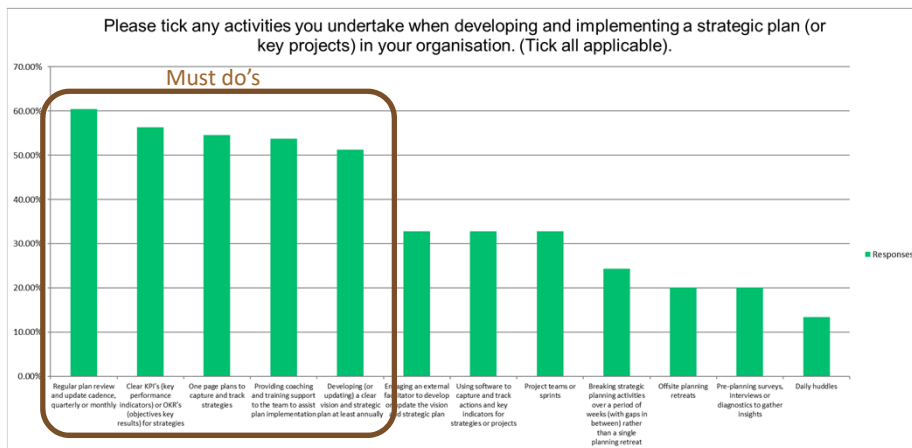
1. Personalize the customer experience: Understanding the individual needs and preferences of each customer can help you to tailor the customer experience to their specific needs and make them feel valued.
2. Communication: Make sure to communicate effectively with customers and respond to their inquiries promptly. This can help to build trust and establish a strong relationship with the customer.
3. Providing valuable content: Offering educational and informative content can help to engage customers and keep them interested in your brand.
4. Incentives and rewards: Consider offering incentives such as loyalty programs and personalized discounts to encourage customers to engage with your brand.
5. Act on customer feedback: Actively listen to customer feedback and use it to improve your products or services. This can help to show customers that you value their opinion and are dedicated to meeting their needs.

### Discuss

What else could you do?



# Resetting Your Vision And Plan



‘The thing that keeps a business ahead of the competition is excellence in execution’.

Tom Peters

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“

**Number one way to build leadership capabilities in 2023 was discussions with fellow business leaders**

Ref: Mindshop 2023 business leader survey results

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## Case Study



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**insinc** | Planet Friendly  
Commercial Supplies

“New Zealand’s widest range of eco-friendly & Sustainable cleaning, hygiene and packaging supplies”

Company Director: Stephanie Lowe

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## Problem Solving Roundtable

What is a key problem or challenge you are facing at present you need to resolve?

Let’s capture them on the board, we shall group common ones and then workshop solutions to each



## Summary from today

- Build new leadership capabilities with Mindshop Online training courses in 2023.
- Lock in these future workshop dates in your diaries for 2023.
- Be an optimistic contrarian.
- 2023 leadership and business performance trends / insights.
- Three big shifts in innovation and customer trends.
- Must do strategies to guide your business through turbulent times.
- Importance of excellence in execution.
- Case Study / Problem solving roundtable insights.
- Set clear goals / strategies for 2023.
- Remember: A Pessimist Sees the Difficulty in Every Opportunity; an Optimist Sees the Opportunity in Every Difficulty.

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## Thank you for attending

Good luck with embedding the wealth of insights covered today into your strategies for 2023

Next workshop date 13 June

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