

NEW YEAR, NEW START - CREATE, DISRUPT,
ENGAGE AND COLLABORATE WITH

3D LEADERSHIP!



The Insurance
Institute of Sheffield
Chartered Insurance Institute

AMRP, SHEFFIELD 17.01.2022

AIMS OF THIS SESSION...



To help you.....



- ❖ Identify the key characteristics of winning leaders
- ❖ ‘Get That Vision Thing’ – and look forward to make 2022 a successful year for you
- ❖ ‘Connect and Collaborate – Identify ways to find others who can help you move forward and make an impact
- ❖ ‘Disrupt And Challenge The Status Quo’ – Find ways to help you make a difference in the areas that count

**WHO THE HELL
IS THIS ANDY
HANSELMAN?**



THE INSTITUTE OF
LEADERSHIP
& MANAGEMENT

**I help businesses, their leaders and their
people get better at what they do by...**

Thinking in 3D!

That means being...



Dramatically and
Demonstrably
Different!

C 137

Paradise
(Sheffield)





Jelf B | BRAUN



Parkdean
24 Award Winning UK Holiday Parks



Academy for
Chief Executives



No1 for eye tests



irwinmitchell



SPENCE



Sheffield Hallam University

VISTAGE



TEDx



ENTREPRENEURS' FORUM
Together we can take on the world.



Imperial College Healthcare
NHS Trust





I help businesses, their leaders and their people get better at what they do by...

Thinking in 3D!



SPEAKING



TRAINING



CONSULTING



'AWAY DAYS'

7 Characteristics Of

Dramatically and

Demonstrably

Different Businesses



Normal Price:
£11.99 + £1.20 p&p

amazon

andyhanselman.com

Helping Businesses, Their Leaders And Their People....



'Think in 3D'!

That Means Being '**Dramatically** and **Demonstrably** Different'!

www.andyhanselman.com



andy@andyhanselman.com



@andyhanselman



Andy Hanselman




07710 452355

Evidence we're in a...



Dramatically and
Demonstrably
Different

World...



**No, Grandma...
Listen, Double-Click
The Chrome Icon!**

TikTok
@cassieburraston29

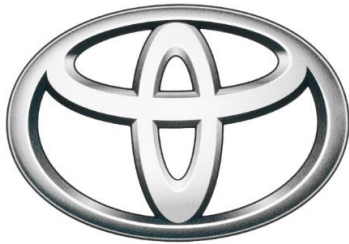




General Motors



HONDA



TOYOTA



Mercedes-Benz
DAIMLER



Volkswagen

\$654 Billion!



\$669 Billion!



The Argos logo is prominently displayed in a large, red, stylized font with a white outline, set against a light blue background. Above the logo, the website address www.argos.co.uk is written in a smaller, white, sans-serif font. The entire graphic is tilted diagonally.

Argos
www.argos.co.uk
Argos
argos.co.uk



in numbers or your
in the boxes below:

help the
hospices

1014851

I would like to add 20p as a donation to Help the Hospices. Donations will go in full to the charity.

...ing at Argos

cameo

Search...

Get personalized
messages from your
favorite celebrities



£37.35

Rachel Hurd-W...

Actress - Model



£102.92

Lauren Lyle

Actress - Outlander



£24.9

Antony Costa

Singer



£8.3

Shawn Sanbrooke

YouTuber



£16.6

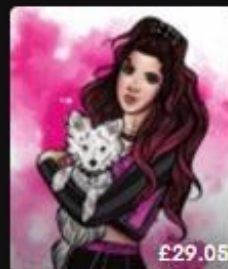
Paul Carella



£58.1

Henry Blofeld

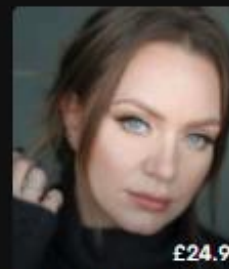
Actor



£29.05

Aimie Atkinson

Musician



£24.9

Rita Simons

Actress



£20.75

Kerry Ellis



£83

Sylvester McCoy

Actor - Doctor Who - ...



£32.37

Cheryl Hole

RuPaul's Drag Race UK



£20.75

Waylon Jacobs



£99.6

Tony Adams

Former Soccer Player ...



£33.2

David Schaal

Actor - The Office (Brit...



£82.17

Kristian Nairn

Actor - Game of Thrones



£41.5

James Cosmo

Actor - Game of Thrones



£83

Miriam Margolyes

Actress



£249

Boy George

Singer - Culture Club



£83

James Haskell

Pro Rugby Player - No...



£33.2

Adam Deacon

Actor



£33.2

Antony Cotton

British Actor - Coronat...



£29.05

Honey G

Singer - The X Factor



£830

Jamie Muscato

Singer/Songwriter



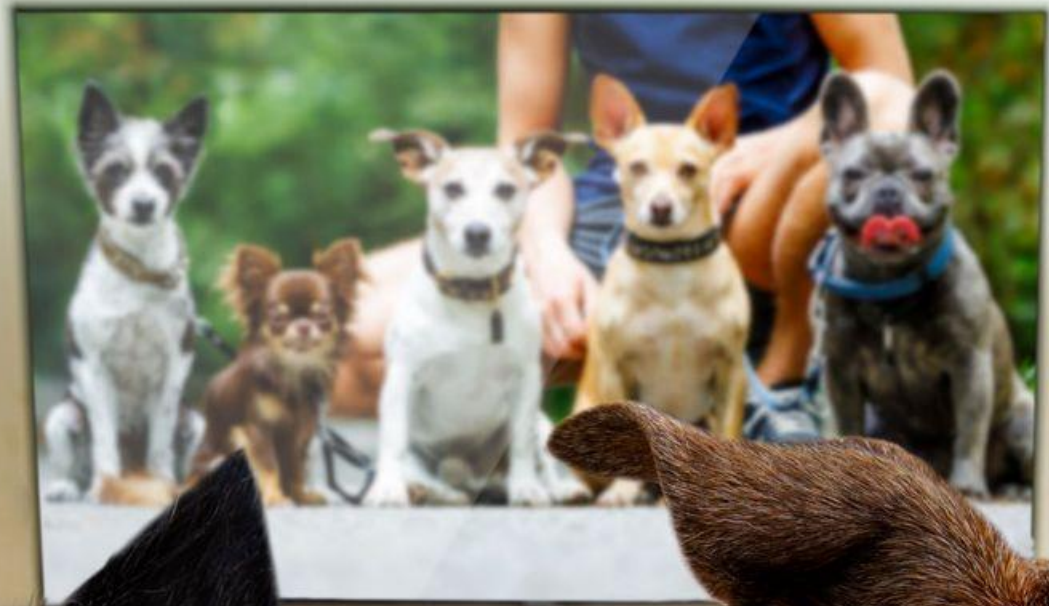
£83

Roger Ashton-...

Actor - Game of Thrones



DOGTV



Annual Subscription

£59.99 annually

- ✓ 7 day trial
- ✓ Stream on any device
- ✓ Scientific programming
- ✓ Billed annually after trial
- ✓ No contract. Cancel anytime.

Sign up for annual

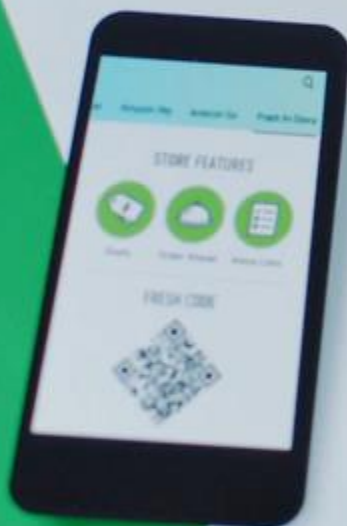
Welcome! Let's get started.

Sign in with your **FRESH CODE** in the Amazon app



Tap  > Scroll right >
Find "Fresh In-Store"

This cart is available for customers in the Amazon Dash Cart beta. See an associate for information on joining the beta.



Hold Fresh code
over scanner



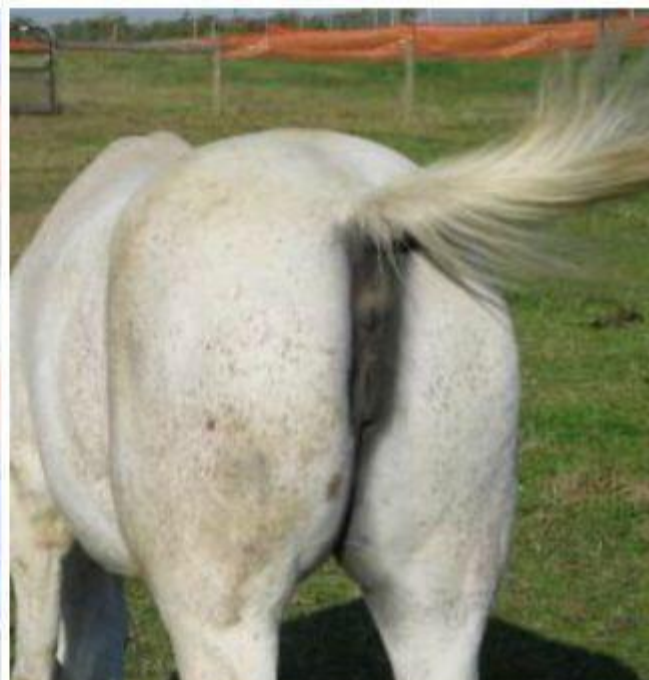
Who are you?



WHAT EXACTLY IS LEADERSHIP?

LEADERSHIP













3D Discussion Time...

**WHAT EXACTLY IS
'LEADERSHIP'**






WHAT EXACTLY IS LEADERSHIP?

LEADERSHIP

“Establishing a clear picture of the future that stimulates, excites and inspires, getting buy in to that picture and achieving it by making others better, both when you are there, and when you’re not”



A photograph of Sheryl Sandberg, COO of Facebook, speaking on a stage. She is wearing a dark grey or black V-neck top and has dark hair. She is gesturing with her hands while speaking. The background is a bright red wall. The quote is overlaid in white text on the right side of the image.

"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence"

Sheryl Sandberg, COO Facebook



At Every Level Of The Business



The 8 Characteristics Of **3D Leadership!**

5 THINGS WE SEE ENTREPRENEURIAL LEADERS DO

LEADERSHIP

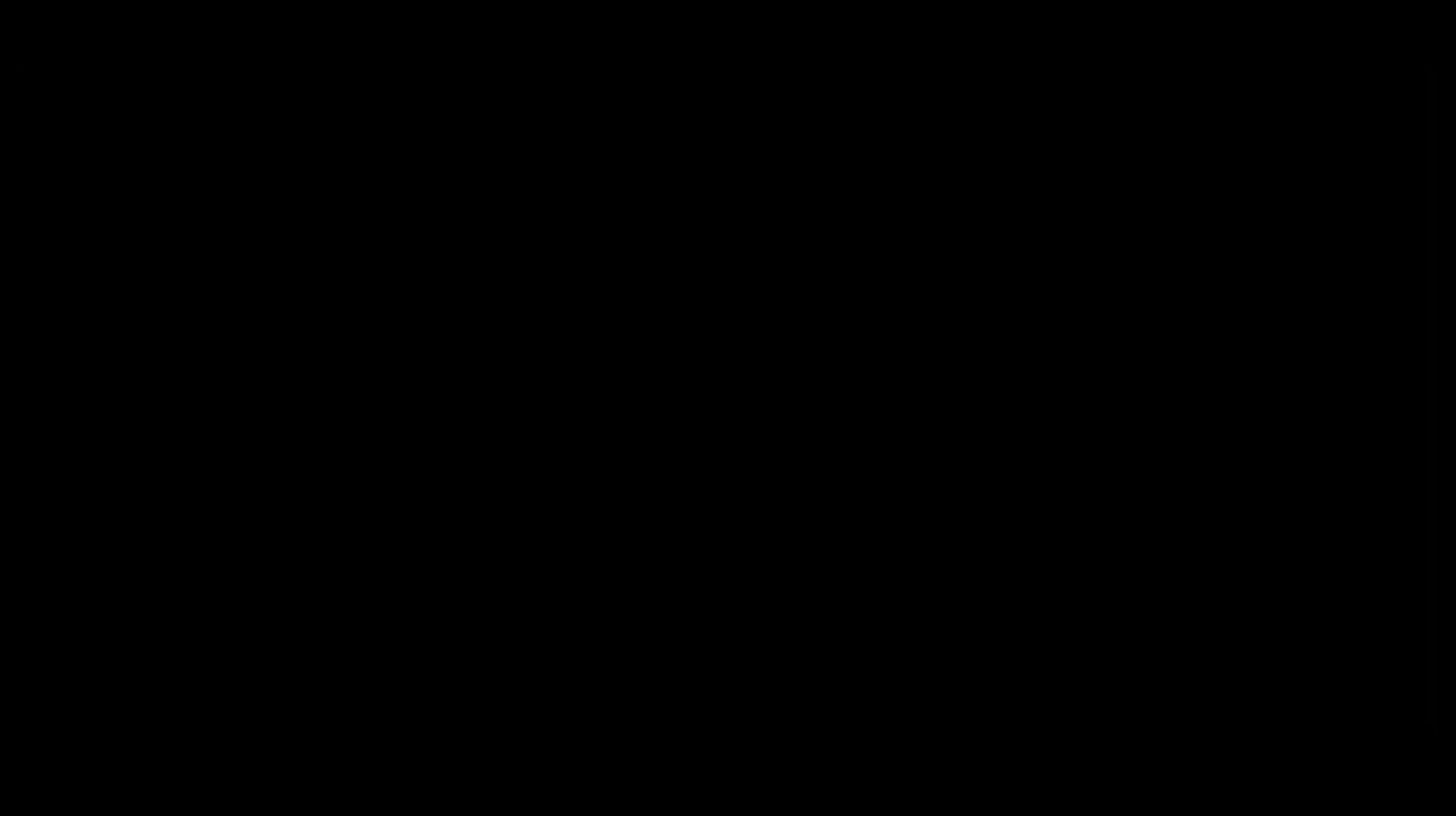
A wooden desk with a tablet and letter tiles spelling LEADERSHIP. The tiles are white with black letters. The tablet is silver and lies flat on the desk. The background is a blurred office setting.



5 *i* **D** Ideas

To Help You Maximise Your Leadership Potential....

Awareness Assessment Action





5 **i** **D** Ideas

To Help You Maximise Your Leadership Potential....




iDea 1...

To Help You Maximise Your Leadership Potential....

PLAY TO YOUR STRENGTHS



A man with short dark hair and a goatee, wearing a white button-down shirt, stands in a modern office. In the background, there is a large, glowing blue and purple abstract light installation. To the right, another person is seen from behind, wearing a headset and working at a desk. A potted plant sits on a desk in the foreground.

**“The thing that you’re most
passionate about is honestly
the thing that you’re most
likely to win at”**

Steve Bartlett, Founder Former CEO, Social Chain

Play to their **STRENGTHS!**



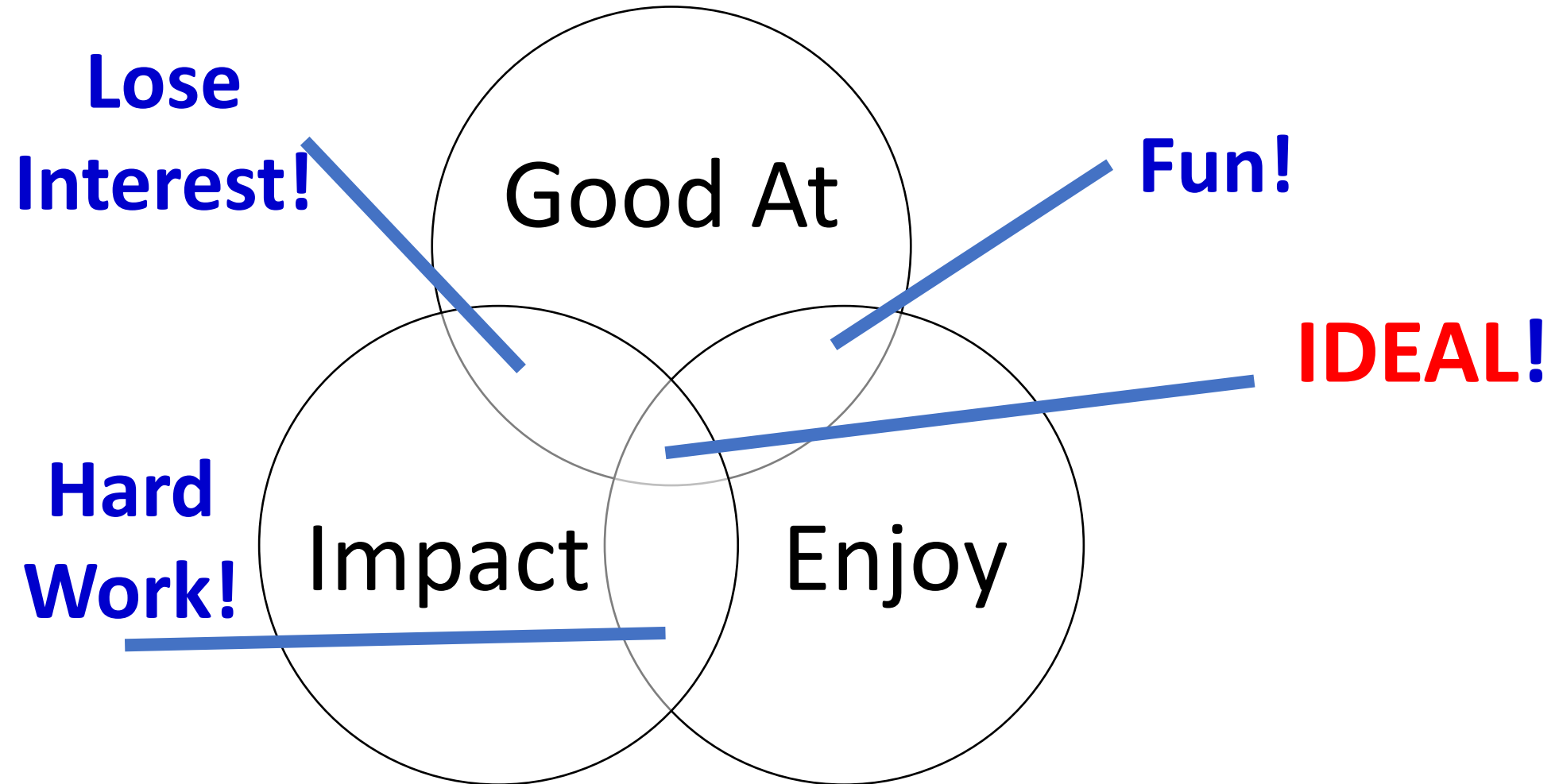
Do what they **ENJOY!**



Make an **IMPACT!**



THINGS WE SEE THE BEST PERFORMERS DO:





3D Action iDea...

**WORK OUT WHAT
THIS MEANS FOR
YOU AND YOUR
TEAM!**





“From a young age, I learned to focus on the things I was good at and delegate to others what I was not good at. That's how Virgin is run. Fantastic people throughout the Virgin Group run our businesses, allowing me to think creatively and strategically”



3D Action iDea...


REMOVE YOUR BLIND SPOTS!



**FINISHED FILES
ARE THE RESULT OF
YEARS OF SCIENTIFIC
STUDY COMBINED WITH
THE EXPERIENCE OF
YEARS**

**FINISHED FILES
ARE THE RESULT OF
YEARS OF SCIENTIFIC
STUDY COMBINED WITH
THE EXPERIENCE OF
YEARS**



A photograph of Elon Musk speaking at a podium. He is wearing a black blazer over a checkered shirt and has a small microphone clipped to his lapel. His hands are raised in a gesturing motion. The background is dark with blue stage lights and a blurred screen displaying the word 'ALLOW' in large letters.

“I think it’s very important to have a feedback loop, where you’re constantly thinking about what you’ve done and how you could be doing it better. I think that’s the single best piece of advice: constantly think about how you could be doing things better and questioning yourself.”

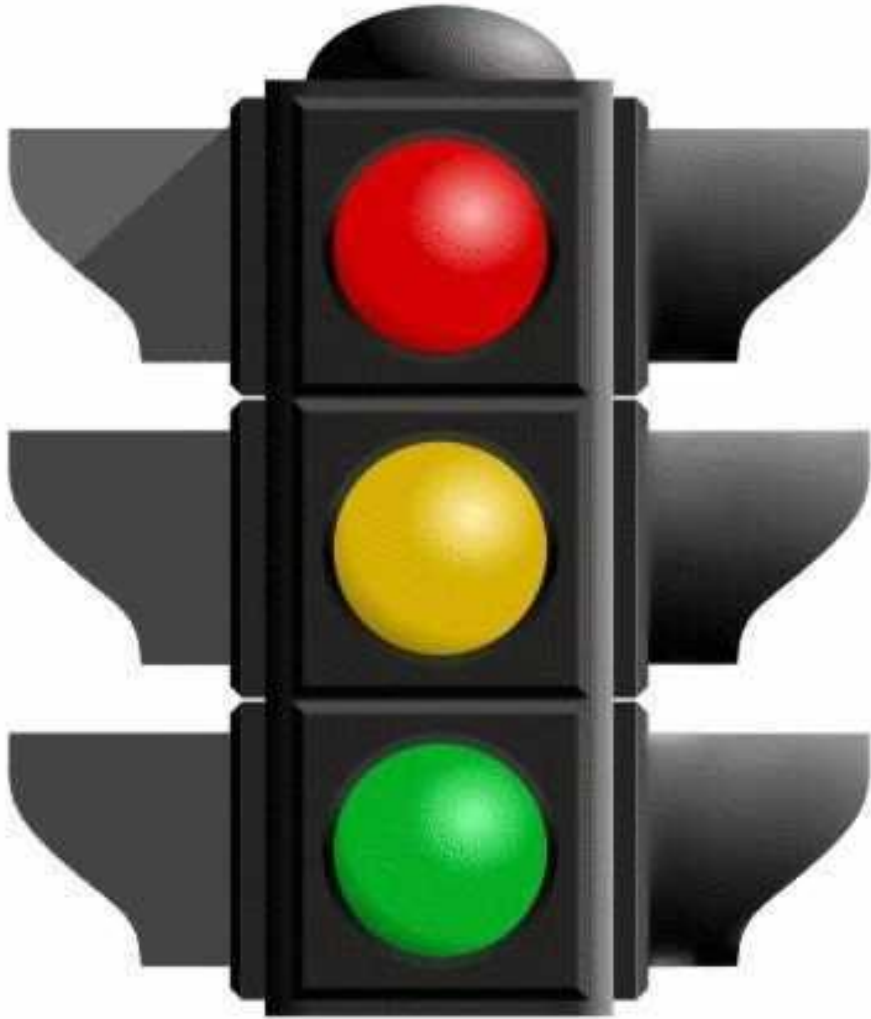
Elon Musk, Founder, CEO Tesla



3D Action iDea...

**GIVE PEOPLE A
DAMN GOOD
LISTENING TO!**



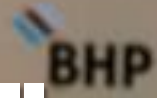


Stop

Start

Continue


3D Doing iDea...



Welcome

**Where've
We Been
Sh*t'?**



A man with a beard and short brown hair, wearing a light blue button-down shirt and blue jeans, is sitting on a wooden bench. He has his hands clasped in his lap and is smiling at the camera. The background is a rustic wall made of horizontal wooden planks. There are some framed pictures on the wall, including a landscape painting of a lake and a small wooden cabin. The bench has a striped cushion.

“As Hootsuite grew, and we suddenly had millions of users around the world, I had to learn to let go - to focus on my strengths and find capable people to do the things I wasn’t good at”

Ryan Holmes, Co Founder, CEO, Hootsuite



i**D**ea 2...

To Help You Maximise Your Leadership Potential....

GET THAT VISION THING!





**“Creating a clear
picture of the future
that ‘stimulates,
excites and inspires”**

Provide 130 million girls in the world with access to 12 years of free, safe, quality education



A VISION IS NOT....



A BUSINESS PLAN

A VISION IS NOT....



A 'PIE IN THE SKY' IDEA!

A VISION IS NOT....

THE MD'S ANNUAL SPEECH

A VISION IS NOT....

**ABOUT PREDICTING THE
FUTURE!**



TV Psychic Medium

**JOE
POWER**

Cancelled
Due to unforeseen circumstances

on:
Channel, ITV
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Network Canada
incredible Psychic Powers
"he's amazing!"
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No Ordinary Medium!

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www.joe-power.co.uk

Wyeside

Castle Street,
Builth Wells

Wednesday 9 February 7.30pm

£15 in advance/£17 on the day

01982 552555

www.wyeside.co.uk

“Contrary to some forecasts in recent years, the internet has settled down to become a worthwhile but minority channel to market. For example, internet book sales have plateaued at just over 5% of the market, and it seems unlikely that there will be sufficient demand to enable multiple operators to develop profitably”

HMV Annual Report 2002

Daily Mail, Tuesday, December 5, 2000

Page 23

Internet 'may be just a passing fad as millions give up on it'

THE Internet may be only a passing fad for many users, according to a report.

Researchers found that millions were turning their back on the world wide web, frustrated by its limitations and unwilling to pay high access charges.

They say that e-mail, far from replacing other forms of communication, is adding to an overload of information.

Experts from the Virtual Society project, which published the report, say predictions that the Internet would revolutionise the way society works have proved wildly inaccurate.

By **James Chapman**
Science Correspondent

Wedge, director of the society, said: 'We are often presented with a picture of burgeoning Internet use, but there is evidence already of drop-off and saturation among users.'

'Teenagers' use of the Internet has declined. They were enthralled by what you can do on the Net but they have been through all that and then realised there is more to life in the real world and gone back to it.'

The project, sponsored by the Economic and Social Research Council, gathered together researchers to do investigations across Europe and the

Net loss: Two million Britons have logged off the Internet



**NOW THERE'S ANOTHER WAY
INTELLIGENT FINANCE**

**“Heavier-than-air
flying machines are
impossible”**

Lord Kelvin, mathematician, physicist, and President of The British Royal Society, 1865

“The telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us”

Western Union internal memo, 1876

**“I think there is a world
market for about five
computers”**

Thomas Watson, Chairman of IBM, 1943

**“There is no reason for
any individual to have a
computer in their home”**

Ken Olsen, President of DEC at The Convention Of The World Future Society, 1977

**“640k ought to be
enough for anybody”**

Bill Gates, 1981

**“By the end of the year
the iPod will be dead,
kaput, finished”**

Sir Alan Sugar, early 2005

“OK, let’s just get this silly referendum thing quickly out of the way and get on with some real work”

David Cameron to his cabinet May 2016

“Party? Oh, yes I’ll bring a bottle! Don’t worry, No one will notice – they’re all too busy avoiding this silly Corona Virus thing”

Boris Johnson April 2021

A 'Vision' is....



A Picture Of The Future You Want



It 'Stimulates, Excites And Inspires'



A 'Point Of Strategic Focus'



Something For Everyone To Work Towards



What does
your vision
look like?



3D Doing Time...



The Insurance
Institute of Sheffield
Chartered Insurance Institute

Assess Yourself: Have You 'Got That Vision Thing'?





3D Doing Time...



The Insurance
Institute of Sheffield
Chartered Insurance Institute

JUST
DO IT!

IDENTIFY WHAT YOU NEED TO DO!



LOOK AHEAD

What will you have achieved by January 2023?



3D Action iDea...

LOOK AHEAD....



- **What will you have achieved?**
 - Think.. Finance..Customers..People
 - Think 'personally' (outside of work too!)
- **What does your overall company vision call for?**
- **What will be in place?**
- **What will be happening that isn't happening now?**
- **What will you / others be saying / doing / feeling?**

**What are the key steps to
make all this happen?**





LOOK AHEAD

What will you have achieved by July 2022?

S

M

A

R

T

Specific

Measurable

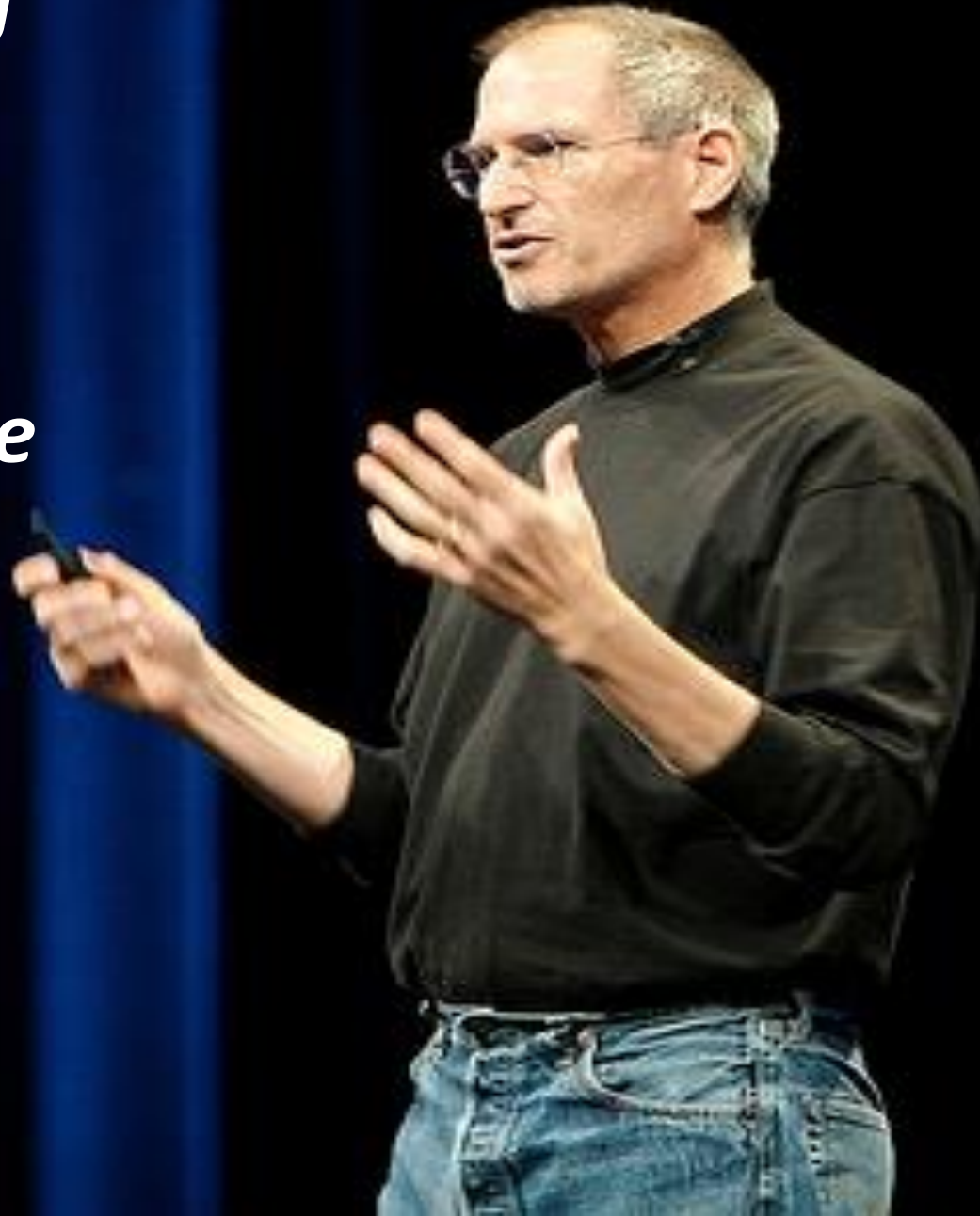
Achievable

Related to vision

Timebound

***“If you are working
on something
exciting that you
really care about,
you don't have to be
pushed. The vision
pulls you”***

Steve Jobs





3D Action iDea...



Clarify...

- **Business / Departmental objectives**
- **Your personal objectives**
- **What your manager thinks**
- **What your colleagues think**

Establish Your Goals

Share Them!

Use Them!



“Fixed on the vision, flexible on the journey”

Jeff Bezos, CEO, Amazon





iDea 3...

To Help You Maximise Your Leadership Potential....

GO FOR WALKS



THINK STRATEGICALLY



3D Discussion Time...

**'THINKING
STRATEGICALLY' -
WHAT EXACTLY IS IT**



3D Discussion Time...

**‘THINKING
STRATEGICALLY’**

WHAT EXACTLY IS IT





A Classic Definition:

Strategic thinking: *“A mental or thinking process applied by an individual in the context of achieving success in a game or other endeavour. As a cognitive activity, it produces thought.*

When applied in an organizational strategic management process, strategic thinking involves the generation and application of unique business insights and opportunities intended to create competitive advantage for a firm or organisation. It can be done individually, as well as collaboratively among key people who can positively alter an organisation's future. Group strategic thinking may create more value by enabling a proactive and creative dialogue, where individuals gain other people's perspectives on critical and complex issues. This is regarded as a benefit in highly competitive and fast-changing business landscapes”





My Definition:

“Proactively identifying, exploring and developing ways to move yourself and your business forward towards your vision”

Strategic

ON

Operational

Tactical

IN

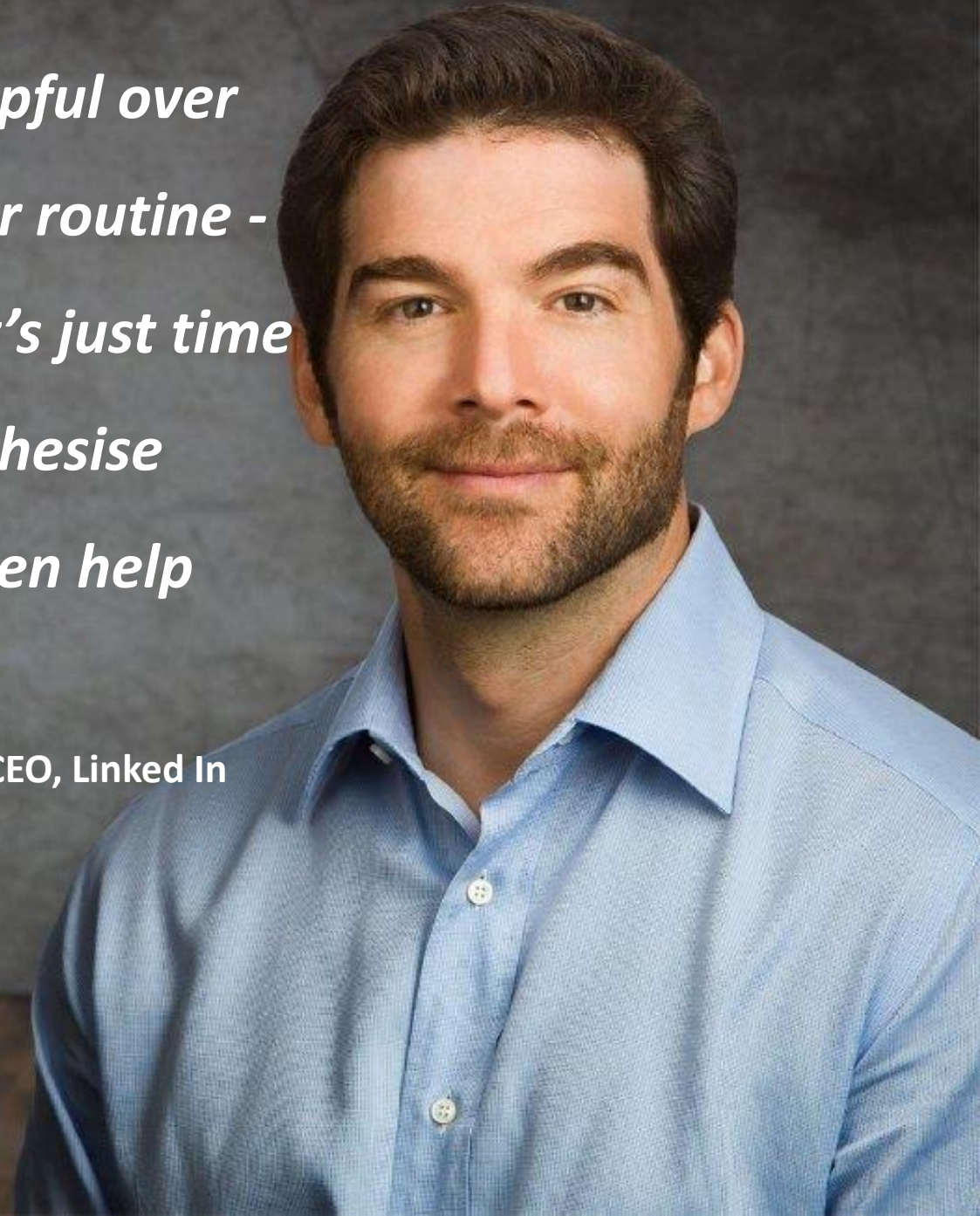
3D Discussion Time...

**WHAT ARE THE 'BENEFITS' OF
'THINKING STRATEGICALLY'?**



"One thing that I found helpful over time was scheduling a buffer routine - roughly 90 minutes a day – it's just time to catch my breath, synthesise information - this may even help connect dots."

Jeff Weiner, Founder, CEO, Linked In



**‘Thinking
Strategically’ Can...**







‘See The Wood For The Trees’



‘Generate Ideas And Solutions’



‘Identify The Right Paths’



‘Shape Priorities’



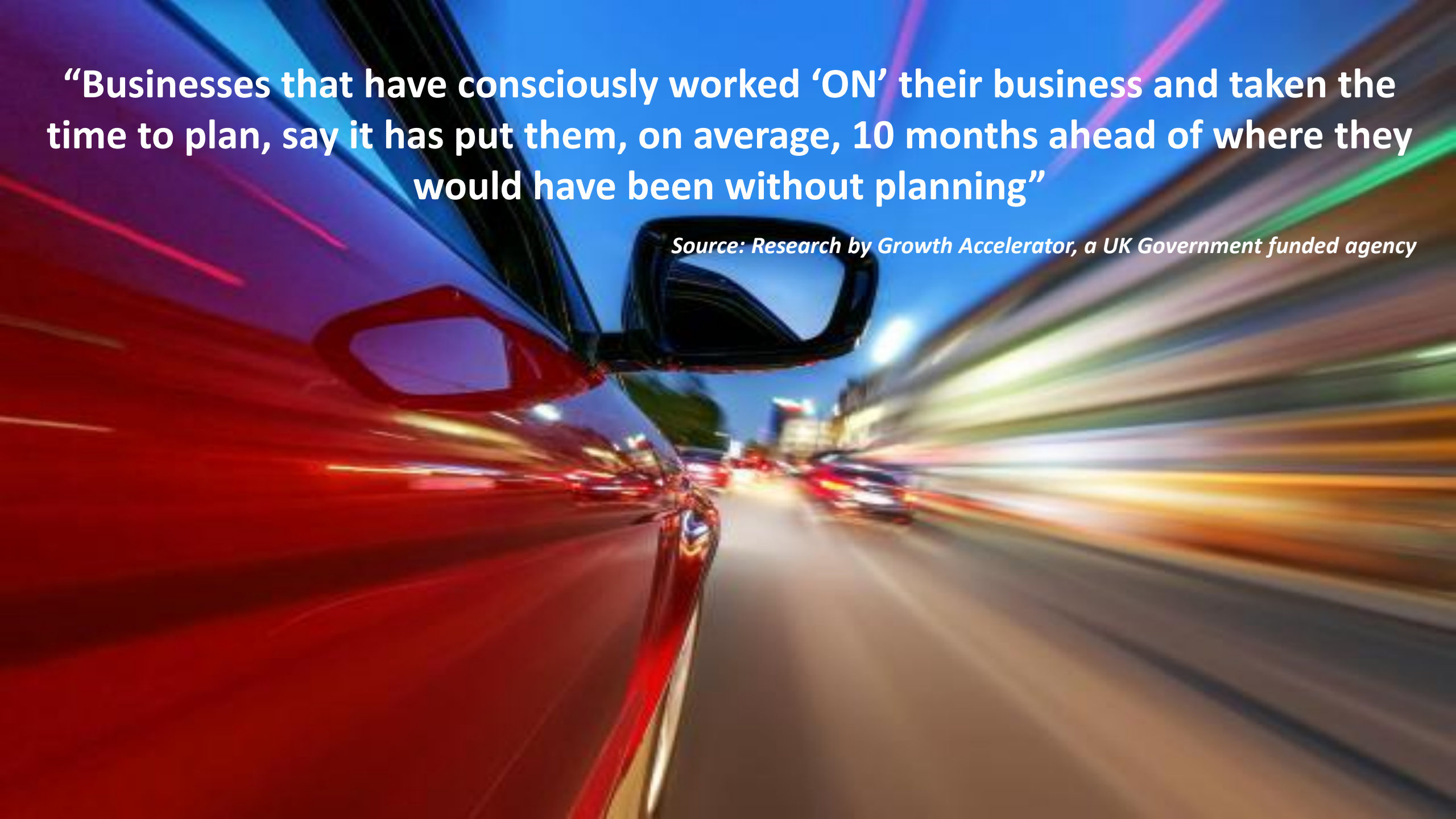
‘Focus Energy, Time And Resources’



‘Monitor Progress And Successes’

ACCELERATE GROWTH





“Businesses that have consciously worked ‘ON’ their business and taken the time to plan, say it has put them, on average, 10 months ahead of where they would have been without planning”

Source: Research by Growth Accelerator, a UK Government funded agency

3D Discussion Time...

**WHAT ARE THE
COMMON
BLOCKAGES TO
'THINKING
STRATEGICALLY'**



A Lack Of Time!



A Lack Of Making Time!



33% of leaders
say it is impossible
to step back



Source: The Working ON, Not IN report from Growth Accelerator

63% of leaders say
they spend less than
2 hours a week
leading their business
and working 'ON' it

Source: The Working ON, Not IN report from Growth Accelerator



Caught Up In The 'Day To Day'!



Fire Fighting!

96% of managers

say they lack time for
strategic thinking
because they are too
busy putting out fires

Source:

Strategic Thinking Institute Report



Can't 'Let Go'!

67% of managers say
they struggle 'letting go' of
work from previous roles

Source: Strategic Thinking Institute Report





**Not Seen As
'Real Work'!**

Guilt!

A close-up photograph of a person's face, partially obscured by a hand holding a torn piece of lined paper. The paper has the words "i'm Sorry..." written on it in a casual, handwritten font. The person's face is in the background, looking down, with their hand near their mouth. The lighting is soft and warm, creating a somber and reflective mood.

i'm Sorry...

3D Discussion Time...

**HOW CAN WE
MAKE IT WORK**



4 Key Factors For...

success



1:
CREATE THE TIME



3D Action iDea...

DIARY IT!

3D Action iDea...

**DO
NOT
DISTURB**



2:
**GIVE YOURSELF
(GET) 'PERMISSION'!**

You Can Do It!



**3:
TRY IT!**

A low-angle, close-up shot of a person's legs and feet as they walk on a path. The person is wearing dark grey leggings with a light blue stripe down the side and white sneakers with black soles. The path is covered in a thick layer of dry, brown and orange autumn leaves. The background is a soft-focus view of a wooded area with yellow and orange foliage, suggesting an autumn setting. The text "GO FOR WALKS" is overlaid in white, bold, sans-serif capital letters on the right side of the image.

GO FOR WALKS

3D Demonstrated!

iPOD HOURS





3D Demonstrated!

**PIZZA PROBLEM
SOLVING**

‘Strategic Only Meetings’

3D Demonstrated!




4: NORM IT!



3D Demonstrated!

The DIY **MBA!**



A woman with dark hair tied back, wearing a maroon short-sleeved top, is seated at a long wooden conference table. She is looking down at a laptop in front of her, with her hand resting on her chin. The table is set with a wooden tray holding a glass of water and a small container. Several black office chairs are visible along the table. In the background, a glass wall reflects the room, and the words "BOARDROOM" are visible in reverse. The lighting is warm and focused on the woman.

“I stick to standard meeting rules of engagement, I make sure I’m never late, I give the slot my undivided attention, and it only ever gets moved for business critical reasons”

Gemma Hulbert, Chief Data Officer, Gymshark

Reflections:

Refocus Look back at what has succeeded and what hasn't, Define any new actions and systems I can put in place next month to keep me on track.
Revisit Revisit long term objectives and make personal acknowledging learnings to take forward, enabling progress.

A close-up photograph of a person's hands in a blue business suit playing a game of chess. The person is moving a white king piece. The chessboard is in the foreground, showing various pieces in white and dark blue. The background is blurred, focusing attention on the hand and the piece being moved. The overall lighting is cool, with a blue tint, and there is a subtle red and orange glow at the bottom of the image.

THINK STRATEGICALLY

3 QUESTIONS FOR YOU

THINK STRATEGICALLY
DO YOU CREATE SUFFICIENT TIME
DOING IT?



THINK STRATEGICALLY
WHY / WHY NOT?



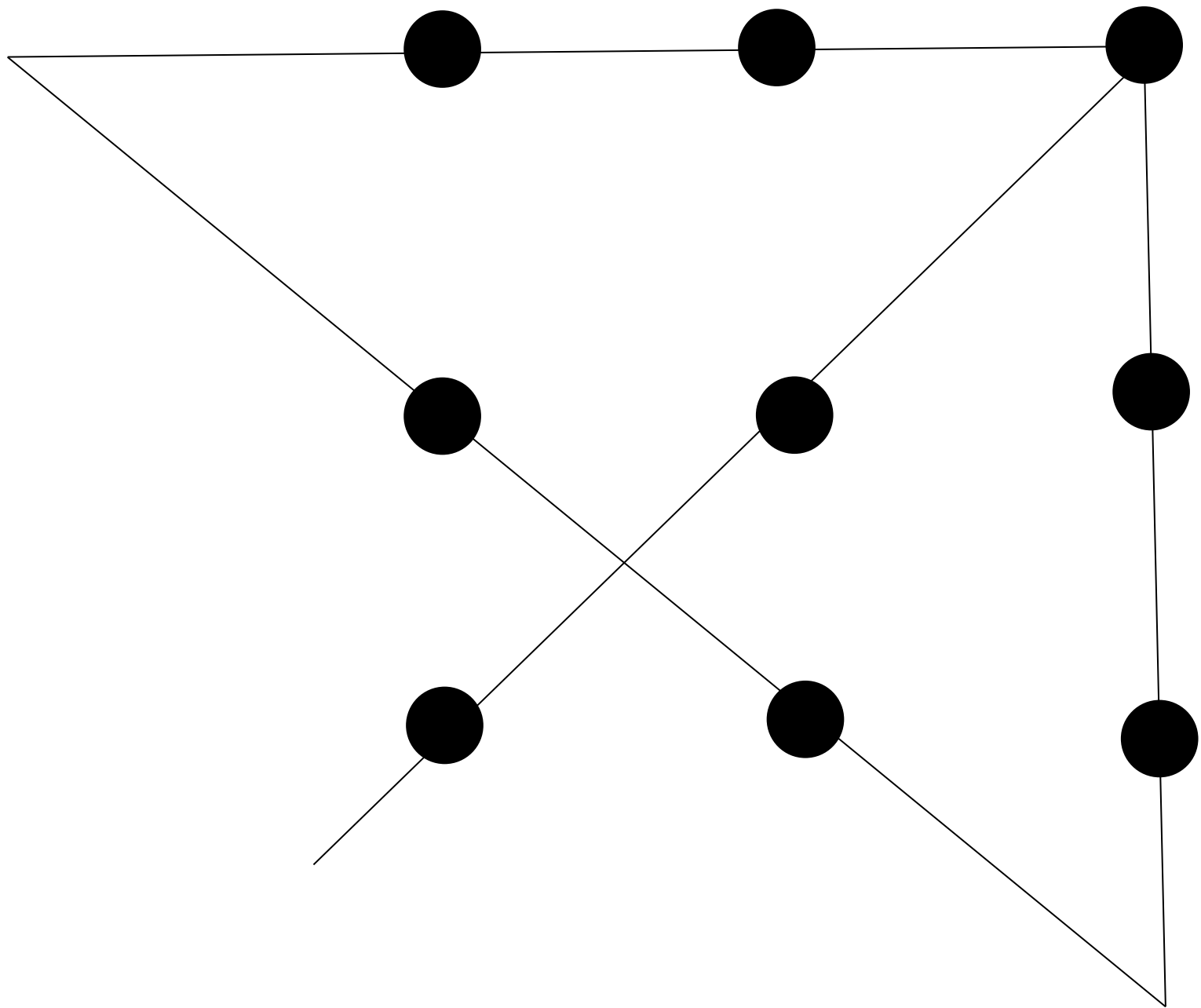
THINK STRATEGICALLY
WHAT DO YOU NEED TO DO?



***“So often people are working
hard at the wrong thing.
Working on the right thing is
probably more important than
working hard.”***

Caterina Flake, Co-Founder, Flickr





THINK OUT OF THE BOX!



DON'T JUST THINK OUT OF THE BOX

“They get out of the box and encourage and support others to do the same too”





i**idea****4**...

To Help You Maximise Your Leadership Potential....

CONNECT AND COLLABORATE



***“Don’t be afraid
to ask for what
you haven’t got”***

Sophie Maxwell, Founder, Really Neet College

TeachFirst

accenture

one
YOUNG WORLD

**DAME KELLY
HOLMES TRUST** **GET ON
TRACK**

社企民間高峰會
Social Enterprise Summit

3D Demonstrated!

3D Discussion Time...

**WHAT DO LIKE /
DISLIKE ABOUT
NETWORKING**



I wish there was a social
networking site where
everyone would leave
me the fuck alone.

someecards





3D Discussion Time...

**WHAT EXACTLY IS
'NETWORKING'**





Our Definition Of Networking:

“Proactively creating, developing and maximising relationships with people who can and do impact on you and your business”

A person's hands are visible at the bottom, holding a rectangular wooden frame. The frame is positioned against a bright blue sky with a few wispy white clouds. The text "Look At Your Vision" is centered within the frame in a white, bold, sans-serif font. The frame itself has a natural wood grain and a slightly weathered appearance.

**Look At Your
'Vision'**

SOME QUESTIONS TO CONSIDER.....

- **WHO COULD HELP / ADVISE / CHALLENGE / SUPPORT YOU?**
- **WHO HAS SKILLS / RESOURCES / INFORMATION THAT YOU NEED?**
- **THINK OTHER TEAMS, THINK CUSTOMERS, THINK COLLEAGUES, THINK SUPPLIERS, THINK OTHER BUSINESSES... THINK 'OUTSIDE YOUR INDUSTRY'!**
- **WHERE ARE THEY?**
- **HOW CAN YOU REACH THEM?**
- **WHAT'S THE BEST WAY TO APPROACH THEM?**
- **WHO COULD HELP YOU / LINK YOU / REFER YOU TO THEM?**



Identify Potential Contacts...



3D Doing Time...



TALK TO SOMEONE YOU DON'T KNOW

**SHARE YOUR 'VISION' – TELL THEM
WHAT YOU'RE LOOKING FOR**

LISTEN TO THEM

HELP IF YOU CAN

A yellow rectangular sticky note with a grey tab at the top left corner. The words "DO IT NOW!" are written on it in a hand-drawn, sketchy font. "DO IT" is in blue and "NOW!" is in red.

**DO IT
NOW!**



iDea 5...

To Help You Maximise Your Leadership Potential....

CHALLENGE THE STATUS QUO AND DISRUPT





hangover
helpers

Don't rise,
we'll shine.

hangover
helpers



KID THROX

THE CURE FOR THE MISSING SOCK

Wow,
3 Socks!



NOW I
CAN LOSE
ONE!

3 SOCKS - FOR WHEN YOU LOSE ONE.
3 SOCKS - FOR THE PRICE OF TWO.
3 SOCKS - LAST LONGER THAN TWO.

KID THROX

THE CURE FOR THE MISSING SOCK

Wow,
3 Socks!



NOW I
CAN LOSE
ONE!

3 SOCKS - FOR WHEN YOU LOSE ONE.
3 SOCKS - FOR THE PRICE OF TWO.
3 SOCKS - LAST LONGER THAN TWO.

“I’m not an inventor – I just want to make things better.”

Daniel Ek, Founder of Spotify

3D Demonstrated!

A close-up photograph of a person's hand holding a rectangular sign. The person is wearing a dark suit jacket and a light-colored shirt. The sign has a white border and the word 'INNOVATION' written in blue, bold, sans-serif capital letters. The background is blurred, showing the person's face and upper body.

INNOVATE

INNOVATION

“The successful exploitation of new ideas”





57% of UK employees are sitting on ideas that they think would be good for their business but they're not putting those ideas forward.

Source: IOD Research 2018



resolve.
we are it

‘WHAT’S HOLDING YOU BACK’?



3D Demonstrated!



**‘Ten For A Tenner
Tuesdays’!**

3D Demonstrated!



Front Line Fix!

3D Demonstrated!

3D Doing **iDea**...



**“I've found that many of
the greatest ideas
surface in bars because
that's where many
people cultivate
inspiration”**

Herb Kelleher, Founder, CEO, Southwest Airlines

Southwest 

3D Demonstrated!

The Southwest Airlines logo, featuring the word "Southwest" in white sans-serif font next to a red heart icon with a white outline, all set against a solid blue rectangular background.A full-page photograph of a Southwest Airlines flight attendant in a white short-sleeved uniform shirt, standing in the aisle of an airplane. She has her hair in a bun and is smiling while raising her right fist in a celebratory gesture. In the background, another flight attendant is visible near a cabin door marked "SALIDA". The overhead luggage bins and airplane interior lighting are visible.

"You're going to be a hero on this flight. I don't care if you're not flying there, we're only celebrating the fact that you're here. It's a 'Bos'!"

“If you think you are too small to make a difference, try going to bed with a mosquito.”

Anita Roddick, The Founder of Body Shop



3D Demonstrated!



Bonus!!!

iD
ea...

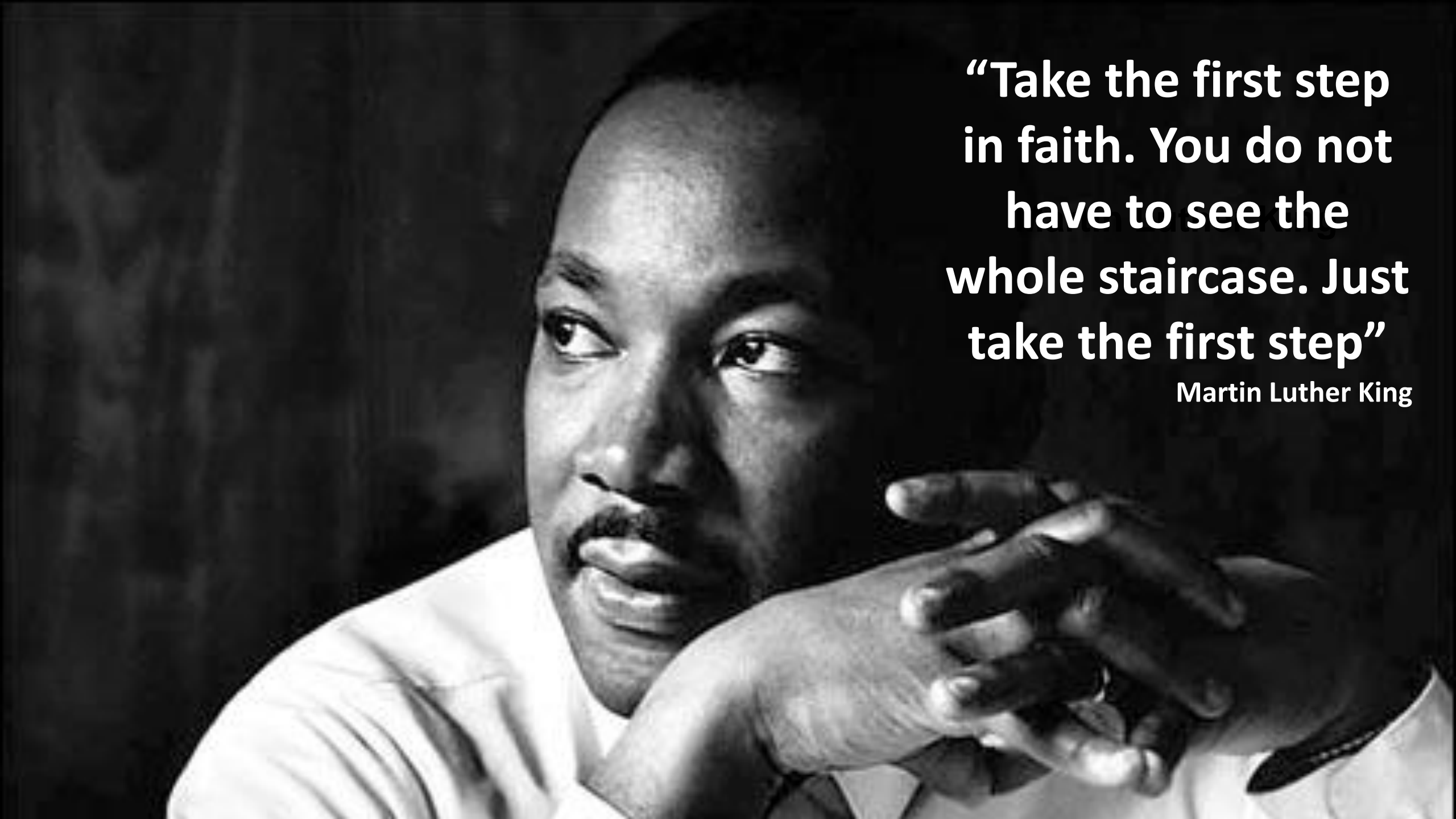
TAKE ACTION NOT NOTES



“Vision without action is hallucination”


Thomas Edison



A black and white portrait of Martin Luther King Jr. He is looking slightly to the left with a thoughtful expression. His hands are clasped in front of him. The background is dark and textured.

**“Take the first step
in faith. You do not
have to see the
whole staircase. Just
take the first step”**

Martin Luther King

A young boy with light brown hair and a blue shirt is in the foreground, looking directly at the camera with a wide-eyed, open-mouthed expression of shock or fear. He is seated in a black roller coaster car. Behind him, a woman with dark hair tied back is smiling and looking away. Other passengers are visible in the background, some with their hands raised. The roller coaster track and structure are visible in the background under a bright sky.

**“Scare yourself,
otherwise you’re
not doing anything
new”**

Mary Murphy Hoyer, Head Of R & D, Intel

3D Doing iDea...



**“Don’t just stand
there..... do
something!”**

Dick Dastardly

**WORK OUT WHAT
YOU'RE GOING TO
DO!**

**People can be
divided into
three groups**



Those who **make**
things happen

Those who **watch**
things happen

Those who ask '**what**
happened'?



1407%

£7,037

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We're raising £500 to help my two favourite charities, Sheffield Children's Hospital and Paces School.

♥ Disability support



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andyhanselman.com

www.andyhanselman.com

**Donate to Tobias's 'Just
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**[www.justgiving.com/
crowdfunding/captaintobias9](http://www.justgiving.com/crowdfunding/captaintobias9)**

3D Doing Time...



**ASSESS YOUR
APPROACH
WHAT SORT OF
AN ANIMAL
ARE YOU?**



- Keep their 'head in the sand'!
- Focus only the 'day to day'
- Don't recognise the potential benefits
- Hope it goes away
- Can't see the point!



- More committed to 'networking'
- Enjoy jumping from one thing to another
- Focus is more on the 'activity' than purpose
- They 'feel good' doing it
- Need to take a more 'strategic' approach



- 'Pop their head up' every now and then
- Soon 'pop back' in where they're comfy
- 'Dip in' occasionally and have a little look
- No 'proactivity'
- Know they should, but 'put it off'



- The 'kings' of the networking 'jungle'!
- Are 'recognised players' in their chosen networks
- Take 'pride' in their focused approach
- Influence, contribute and make an impact



- Like the 'shiny and new'!
- Flick quickly from one thing to another
- No focused approach
- Don't tend to 'see things through'
- Have a look when they get time