A portrait of Rowdy McLean, a middle-aged man with short, graying hair, smiling warmly. He is wearing a dark blue blazer over a light gray t-shirt. The background is a blurred indoor setting with warm lighting.

**7 KEY
LEADERSHIP SKILLS
for the
NEW NORMAL**

Rowdy McLean MBA, FAIM, CSP

2019 Keynote Speaker of the Year

International Keynote Speaker and Leadership Expert

International Best Selling Author

7 KEY COVID LEADERSHIP SKILLS for the NEW NORMAL

Having now worked from my virtual studio with over 10,000 leaders across 6 continents I have seen first hand the demands of leadership in the new normal.

Leadership has changed forever. This crisis has seen the biggest shift in leadership skills we have seen in decades. The organisations and leaders that are unable to adapt rapidly to these changes will be left behind, their employees will disengage, their teams will flounder and their organisations will underperform.

These 7 Key Skills are the bare minimum required to stay in the game.

1.

CARE and EMPATHY

The lack of real engagement plus the challenges of working from home combined with the struggles of various levels of lockdown plus the risk of someone in your immediate or extended family contracting COVID means employees are living on the edge. Throw in the financial struggles and employment uncertainty and the level of stress goes through the roof.

The leader that shows genuine care during this time will get far more from their team. The leader that is able to show empathy and genuine concern for their team will have far higher levels of trust and engagement. Most importantly they will be remembered for these key elements and that will create huge benefits from a organisation and team cultural perspective in the future

2.

POSITIVE OUTLOOK

In a time when there is so much uncertainty and volatility, your team and your customers worry about how the business is going to survive and perform.

It's easy to get sucked into the doom and gloom vortex and become part of the negative sentiment surrounding the crisis. However good leaders are able to look at the possibilities and find the silver lining on the horizon.

You need to be the shining example of hope in challenging times and make sure that your words, actions and behaviours reflect a confidence in getting through the tough times.

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3.

GREAT COMMUNICATIONS

In times like this there is a huge amount of speculation about what might happen and what could happen. This speculation becomes rumours and the rumours become reality. Unfortunately this creates massive confusions and causes a lot of undue anxiety and stress.

Leaders have to communicate often, communicate clearly and communicate with confidence. People need predictability and confidence about what is happening and what the future will look like. It's your job to be seen and heard to chart that course, so that people have a point of reference and the confusion is removed.

4.

ADAPTABLE and FLEXIBLE

Typically people hate change and they will actually fight change to maintain a level of predictability in their lives that makes them comfortable. In the current environment we are being forced to change and we don't like it.

The clever leader has themselves and their teams set up to embrace change and be able to adapt quickly to change. Not only do they set up to adapt easily by regularly committing to change but they are well prepared to be flexible with that change so that the unplanned elements are also embraced and dealt with seamlessly.

5.

DECISIVE

There are few things worse than a leaders who cannot or will not make decisions. In a crisis that perception is amplified tenfold. People want direction and guidance and leaders need to commit to that.

It's not a time when you will be able to get all the decisions right but making no decisions is far worse. So weigh up the circumstances, do your research and commit to a way forward. There is no doubt that some of those decisions will need to change but you need to give people somewhere to head and someone to follow.

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6.

TECH SAVVY

As we switch to a completely different way of working, connecting and selling, leaders need to be across the latest technology and how to make the best use of it.

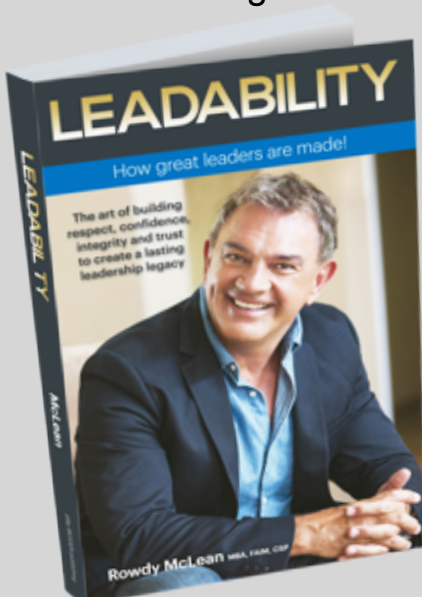
The leader who has to get someone else to set up and operate their technology (at least for personal use) will be left behind or overrun by younger tech savvy go getters who can do this on their own with absolute ease. The future is driven by technology, so now is the time to embrace and understand that.

7.

REMOTE WORK and WORK FROM HOME

These two things are here to stay. While they have been with us in some way for some time they are being taken up like never before. The challenge for leaders is how to we build engagement, culture and productivity in this environment.

We also need to find new ways to motivate and inspire from a distance plus manage peoples health and wellbeing and the conflicts that arise. This is probably the most difficult of all the leadership challenges this crisis has created. The leader that develops these skills will grow faster and go further than their colleagues.



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BECOMING AN EXTRAORDINARY
LEADER YOU CAN PURCHASE A COPY of
my latest book, LEADABILITY
HERE

www.rowdymclean.com/leadabilitybook



DEVELOPMENT and DESIGN

The following program descriptions are the core program structure based on time available. Every program however is custom designed to meet the unique leadership development demands of the organisation. Leadership in the modern era is not a one size fits all scenario. We design programs that enhance the culture, structure and processes to cultivate the outstanding leaders of the future.



INTENSIVE LEADERSHIP- one or two day program

Designed to provide modern leaders with the tools to embrace the challenges of a rapidly evolving business environment. this program brings leaders up to to speed quickly so they can deal with the day to day leadership demands.



ELEVATE LEADERSHIP - 5 week program

The elevate leadership program takes leaders on a deep dive into the required skills and application of those skills in the modern business environment where ambiguity and uncertainty effect strategy, performance and results.



LEADERSHIP IMMERSION - 5 month program

The ultimate leadership program that pays for itself. This program combines leadership development with organisational improvement. Each participant is required to develop initiatives that improve organisational performance or create organisational efficiencies as part of their applied leadership development. A dynamic and robust framework for developing talent, building teams and networks and applying skills.



ACCELERATE - Rowdy's private 12 month mentoring program

Focussing on the pursuit of leadership excellence, this personal program is a a one on one leader development program where Rowdy works closely with leaders to enhance performance and results. Identifying the gaps in a leaders career portfolio and building capability and competencies to fill those gaps. Driving growth and potential to build an inspirational leadership legacy that endures and is the inspiration for others.



Rowdy McLean MBA, FAIM, CSP – Keynote Speaker, Virtual Presenter, Facilitator, Mentor, Author

Rowdy is a quietly driven, highly successful individual whose clients describe as “Genuine, authentic and real. Someone who is deeply experienced, highly engaging, entertaining, and energising. A master storyteller that people from all walks of life can relate to”.

He has played professional sport, built a successful entrepreneurial start up, turned around a failing company, founded 5 companies and mentors and works with leaders from the worlds top companies daily.

Awarded 2019 Keynote Speaker of the Year, Rowdy McLean has delivered over 1000 presentations to over 400,000 people in 17 countries. He has designed, facilitated and delivered 100's of corporate retreats and leadership/change programs.

He has dealt with leading, motivating and embracing change in good times and tough times, growth and decline, change and disruption and through complexity and uncertainty. He walks his talk.

His two best selling books Play a Bigger Game (motivational self leadership) and Leadability (authentic leadership) have been published in 7 countries.

Organisations turn to Rowdy as their trusted advisor on how to raise the bar, shift mindsets, embrace change and crack the code for extraordinary future success and achievement.



“It was like Rowdy had been working with out team for years, yet he had only been in the room a few minutes. I have never seen someone connect with and understand an audience so quickly” - *Tony O'Connell, GM-Volvo*



"Rowdy is engaging, true to life and relevant for all businesses today. If you want to be relevant in the future, you need Rowdy on your team"
Learning & Development Manager, Gloria Jeans



"Highly engaging, interactive, fun and informative...for anyone owning a business, working as a Leader or managing a team this session is essential."
Executive Manager, Qantas



Rowdy set the scene for our most successful conference ever! He had the audience enthralled, engaged and on the edge of their seat for the entire 2 hours! Our participants constantly referred to Rowdy's key messages throughout the 4 days.
Adam Davids, Director Learning Development, Career Trackers

“I have worked with Rowdy on leadership programs for my team and a cultural program across the business. His down to earth style, practical strategies and ability to see what is really happening with the teams has made a massive difference in our team and business results. If you want to get real with your team and drive performance to a higher level I'd highly recommend Rowdy!” *Anthony Day, CEO, Suncorp Insurance*

“Playing a bigger game with Rowdy was amazing. The program was interactive, professional and inspirational. Our sales team is refocused and ready to be awesome. We will definitely do it again” - *Lisa Ariansen, Head of Sales Australasia, Hoyts Corp*