



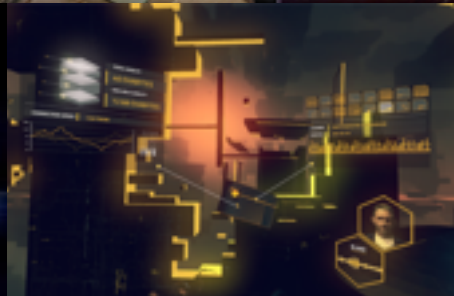
SECRET LOCATION

an entertainmentOne company

Men are from Earth, Women are from Earth

Understanding Key Leadership Principles
Noora Abu Eitah & Kathryn Rawson
March 20, 2019





Innovation Lab

SECRET
LOCATION

www.secretlocation.com





Kathryn Rawson
EP / Head of Content



Agenda

1. Why Are We Here?

2. What We Learned

1. The Four Principles

2. The Five Sins

3. Takeaways

4. Q&A

5. Byeeeeee!

Why Are We Here?

A photograph of four women dressed as witches, sitting around a table. They are wearing black pointed hats and dark clothing. The woman on the far left is looking towards the camera and holding a white cup. The woman next to her is smiling and looking towards the camera. The woman in the center is looking towards the camera and holding a white cup. The woman on the far right is looking down at a small object in her hands. The background is a blurred indoor setting. The entire image has a purple overlay.

Women Are Socialized to Collaborate

A man in a dark suit and tie is shown from the waist up, celebrating with his right fist raised and his head tilted back. He is holding a dark briefcase in his left hand. The background is a solid purple color with a white diagonal line running across it.

Men to Win

A man in a dark suit and tie stands with his arms outstretched, leaning on a railing. He is looking directly at the camera with a slight smile. The background is a blurred city skyline with many windows. In the foreground, the back of a woman's head and shoulders are visible, looking towards the man. The entire image has a purple tint.

Confidence Comes Easily to Men



For Women, Not So Much

A photograph of two men in business suits wrestling, overlaid with a solid purple filter. The man on top is holding the other by the neck and shoulders, both showing expressions of intense effort or aggression. The text "Men can have conflict all day long..." is centered over the image in a large, white, sans-serif font.

Men can have conflict all day long...

A photograph of two men sitting at a bar, clinking their glasses in a toast. The man on the left is wearing a dark t-shirt and has a beard. The man on the right is wearing a plaid shirt. The background shows a bar with various bottles. The entire image is overlaid with a semi-transparent purple filter.

But go back to being pals after work

A close-up photograph of a woman with long, dark, wavy hair, crying. Her face is partially obscured by her hands, and her expression is one of intense distress. The entire image is overlaid with a solid purple color, which serves as a background for the white text.

Women have a harder time letting things go



We Didn't Like This

A surreal landscape featuring floating islands and a sunset sky. In the foreground, dark, silhouetted bushes are visible. The middle ground shows a vast sky filled with large, billowing clouds in shades of purple, blue, and orange. Two large, dark, angular floating islands are prominent in the upper left and right. A small, distant island with a single spire is visible on the right horizon. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon, suggesting a sunset or sunrise. The overall mood is dreamlike and ethereal.

What We Did Next...



We interviewed some of the top leaders in the business.



We Like This

The Four Principles

1. Self Awareness
2. Taking Risks
3. Executive Presence
4. Being Human

A surreal, painterly landscape. In the foreground, dark, silhouetted bushes and trees are visible. The middle ground is dominated by large, billowing clouds in shades of deep blue, purple, and pink, suggesting a sunset or sunrise. Two large, dark, angular structures resembling floating islands or castles are positioned on the left and right sides of the upper half. A small, distant figure or structure is visible on the right horizon line. The sky is a mix of deep blue and orange, with a few small stars or distant lights visible. The overall mood is dreamlike and ethereal.

1. Self Awareness

Strengths

- Quick Learner
- Organized
- Dedicated
- Responsible

Weaknesses

- Impatient
- Easily frustrated
- Quick to judge / dismiss
- Think a lot of things are stupid

**95% of people think
they're self-aware.**

**Only 10-15% of people
are self-aware.**

Feedback

Feedback

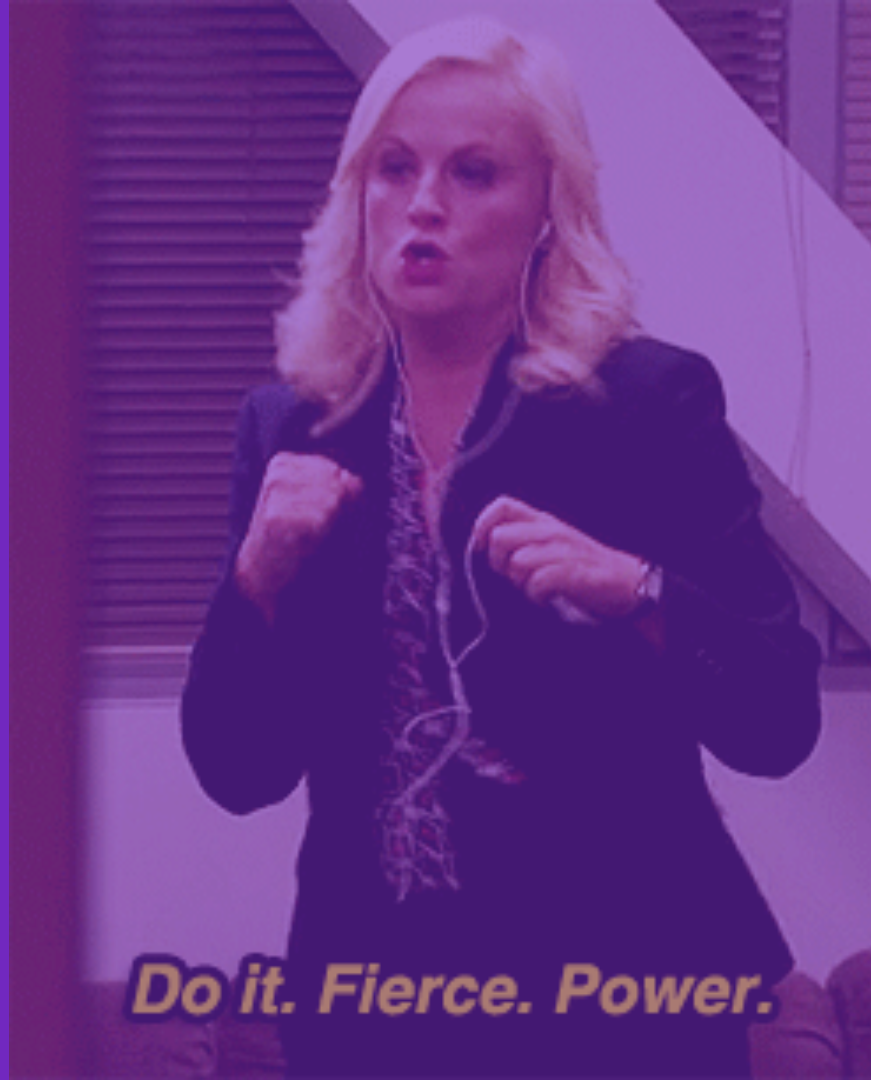
Find Your “Loving Critic”



Coaching

Lunch & Learn Career Coach Edition

- Can you describe your experience of me when I'm at my best (the qualities you notice, what it is like to work and engage with me?)
- Can you describe your experience of me when I am not at my best?
- Can you share an example of a time that I brought most value to the work you do?
- What can I do more of to support you?
- What can I do less of to support you?



Coaching Story

“Humans create problems by discriminating on account of our differences, but these are secondary. At the level of our basic humanness there is no source of conflict. Basic human nature is compassion.”

- Dalai Lama

It's Not For Everyone

The background is a surreal, painterly landscape. In the foreground, there are dark, silhouetted bushes and trees. The middle ground is dominated by large, billowing clouds in shades of purple, blue, and orange, suggesting a sunset or sunrise. Two large, floating islands are visible: one on the left with a small structure, and one on the right with a tall, thin tower. A small, distant island is also visible on the right side of the horizon. The sky is a mix of deep blue and orange, with a few small stars or distant lights visible.

2. Taking Risks

And be okay with Failing

*“Running into a pole is a drag,
but never being allowed to
run into a pole is a disaster”*

- Daniel Kish

Resilience

What Would Picard Do?

Does She Know Her Stuff?

The Imposter Syndrome

**Embrace Knowledge Gaps;
We all have them.**

A surreal, painterly landscape featuring floating islands and a sunset sky. In the foreground, dark, silhouetted foliage is visible. The middle ground shows large, dark, billowing clouds. Two floating islands are prominent: one on the left with a small structure, and one on the right with a tall, thin tower. A small, distant island is visible on the horizon to the right. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon, with scattered stars and a few small, distant spacecraft or structures.

3. Executive Presence



Get an Informal Education

(Not) Sorry About It

~~I'm sorry~~...Thank you!!!

I just wanted to let you know...

“I got the schedule ~~but~~ **and** want to make changes.”

“I understand what you are saying ~~but~~ **and** want to explore it further.”

“The team went over character designs and are not happy with one of them.

It didn't match the look and feel of the environment.

Do we have time in our schedule to make more design updates?”

“Do we have time in our schedule to make more design updates?”

The team went over character designs and are not happy with one of them.

It didn't match the look and feel of the environment.”

The background is a surreal, painterly landscape. In the foreground, there are dark, silhouetted bushes and trees. The middle ground is dominated by large, billowing clouds in shades of purple, blue, and orange, suggesting a sunset or sunrise. Two large, dark, angular structures resembling floating islands or ruins are visible in the upper left and upper right. A small, distant structure is visible on the horizon to the right. The sky is a mix of deep blue and orange, with small white stars or distant galaxies scattered throughout.

4. Being Human

Dealing with Conflict

Your Brand is Your Compass

Who I am

(Top Five Values)

- Loyal
- Dedicated
- Hardworking
- Empathetic
- Honest

Who I am Not

- Comparing myself to others
- Egotistical
- Selfish
- Disrespectful
- Fake

Dealing with Conflict

Study Yourself and Others

Dealing with Conflict

Stay Grounded

High Expectations?

It's All About Timing



BEING HUMAN

Keeping it Real

Be People First

SECRET
LOCATION

www.secretlocation.com

“It is better to first get the right people on the bus, the wrong people off the bus, and the right people in the right seats, and then figure out where to drive.”

- Jim Collins

“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

- Walt Disney

Keeping it Real

Be Transparent

The background is a surreal, painterly landscape. It features a dark, silhouetted foreground of bushes and trees. Above, a vast sky is filled with large, billowing clouds in shades of deep blue, purple, and orange, suggesting a sunset or sunrise. Two large, dark, angular structures resembling castles or ruins float in the sky, one on the left and one on the right. A small, distant island with a single tower is visible on the horizon to the right. The overall mood is dreamlike and atmospheric.

The Five Sins

What Not to do as a Leader

1. Do What I Say, Not What I Do

Leading by Example

2. Being Entitled

Don't be a Jerk

3. Making False Promises

Don't Break Trust

4. Keeping a Narrow FOV

Don't Ignore the Blind Spots

5. Celebrating Success

Don't Neglect The Small Wins







THE 5 SINS





The background is a vibrant, painterly illustration of a surreal landscape. In the foreground, dark, silhouetted bushes and trees are visible. The middle ground is dominated by large, billowing clouds in shades of purple, blue, and orange, suggesting a sunset or sunrise. Two large, dark, angular structures resembling floating islands or ruins are positioned on the left and right sides of the upper half. A small, distant figure or structure is visible on the right horizon line. The overall mood is dreamlike and atmospheric.

Takeaways

We Leave You With This!

Dropping Some Wisdom

- Solicit feedback, all the time.
- Take risks, start small
- Build your executive presence.
- Define your brand values.
- Be transparent.
- Celebrate your team, make their needs a priority.
- Biggest lesson: Be open!



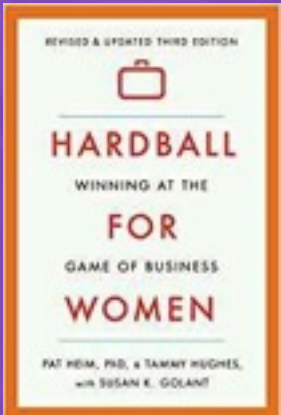
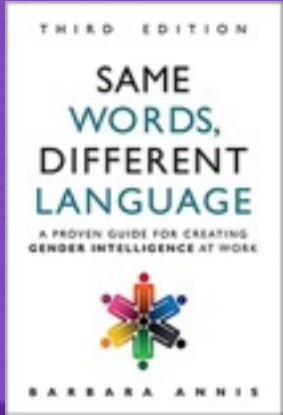
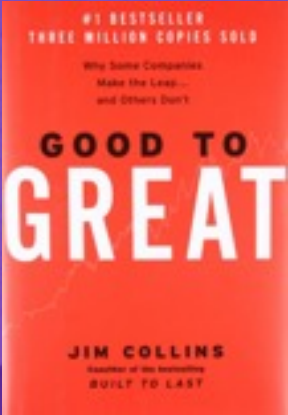
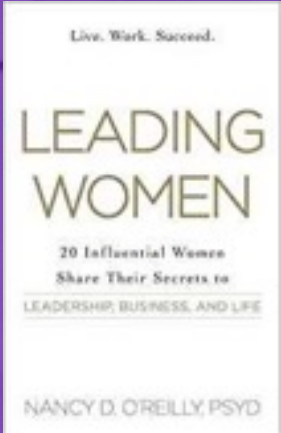
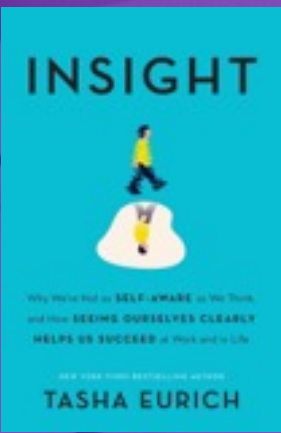
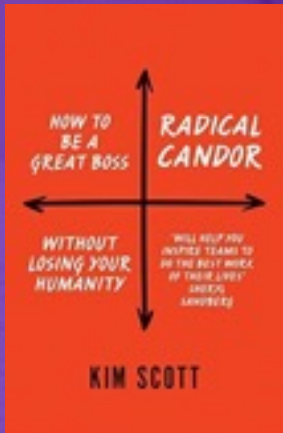
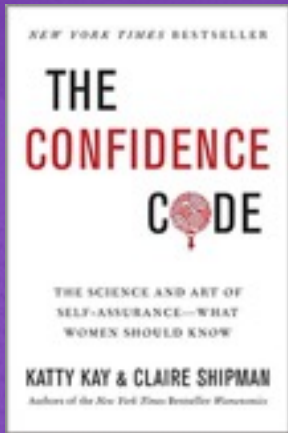
If I had a mic, I'd drop it.



1. Using “*stop energy*” in meetings
2. Checking things off my list before they are done
3. Delegating

1. Tapping into the power of influence as I am building the innovation lab.
2. Learning more about Self-care methods for myself and team.
3. Public Speaking and knowledge share through community events and social media.

Reading List



Final Thoughts

A surreal landscape featuring floating islands with structures, large stylized clouds, and a sunset sky with a small figure on a distant island.

Q&A

Any questions? Let's discuss!

Thank you!



noora@secretlocation.com
@nooratweet



kathryn@secretlocation.com
@kaths56