

Jennifer Paulson

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Group

*Be The Unicorn:
12 Data-Driven Habits that Separate the Best
Leaders from the Rest*



HOW TO BE THE BEST LEADER

POSSIBLE

Be the Unicorn: **12 Data-Driven Habits**
that **separate** the **best** leaders from the **rest**.



The Vanderbloemen Story

We partner with Christian businesses, Churches, and Christian non-profit organizations to help them **find, develop, and retain** the best team.



About Vanderbloemen Search Group

- ◆ We've completed over **3,000 executive searches**
- ◆ Global search firm: **16 countries**
- ◆ We've interviewed over **30,000 candidates**
- ◆ **34 full-time** employees



What have we learned?



We saw **patterns**

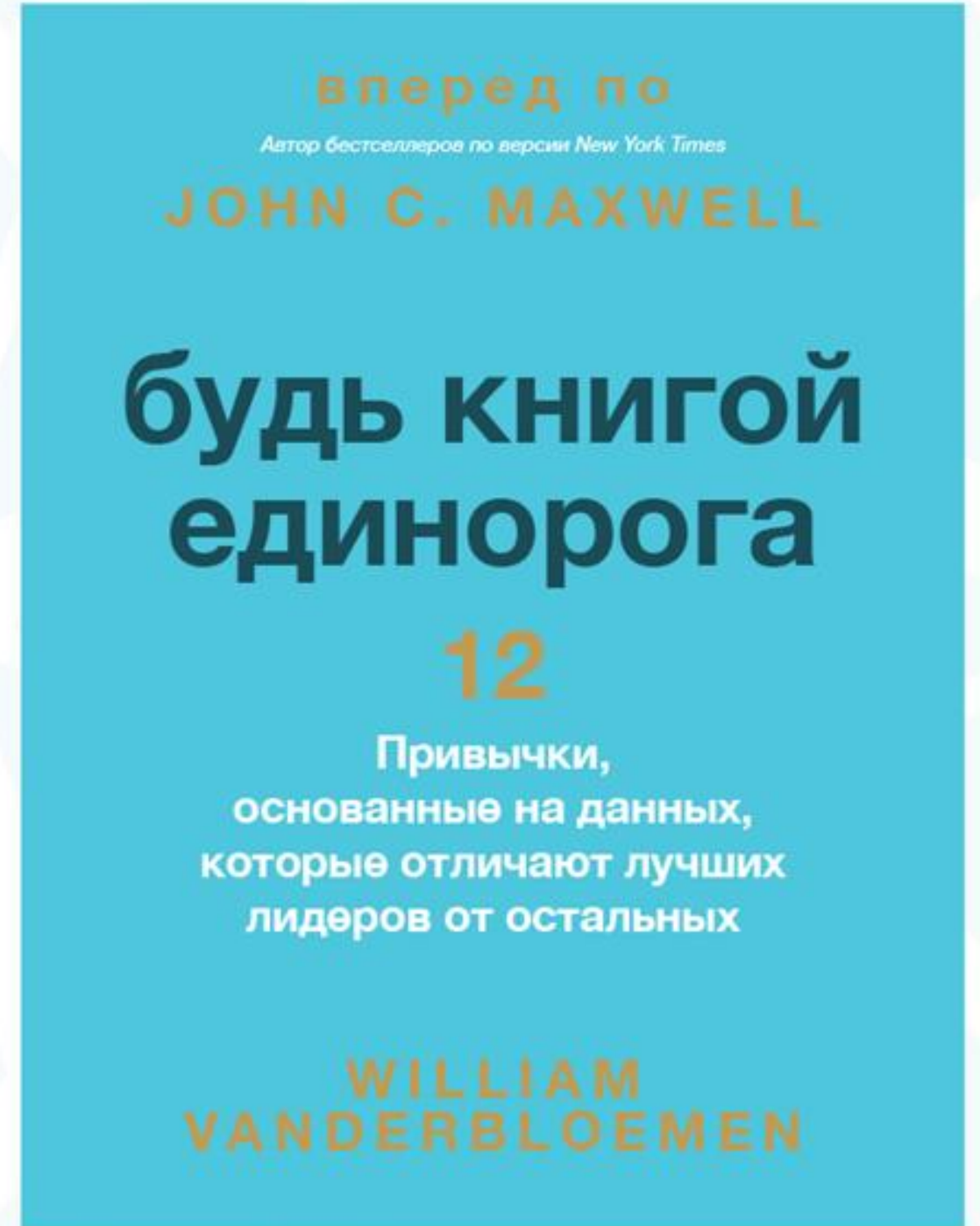
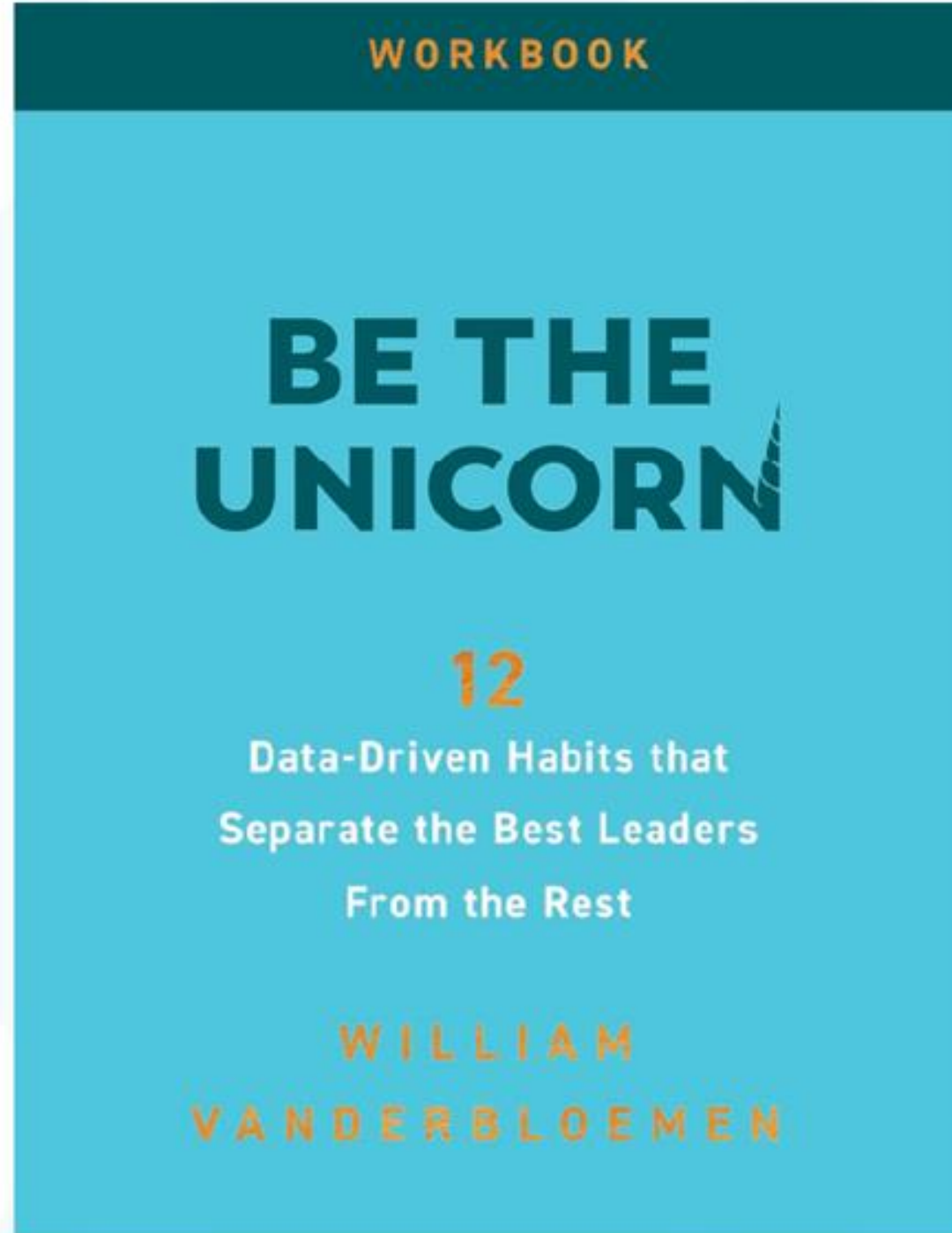
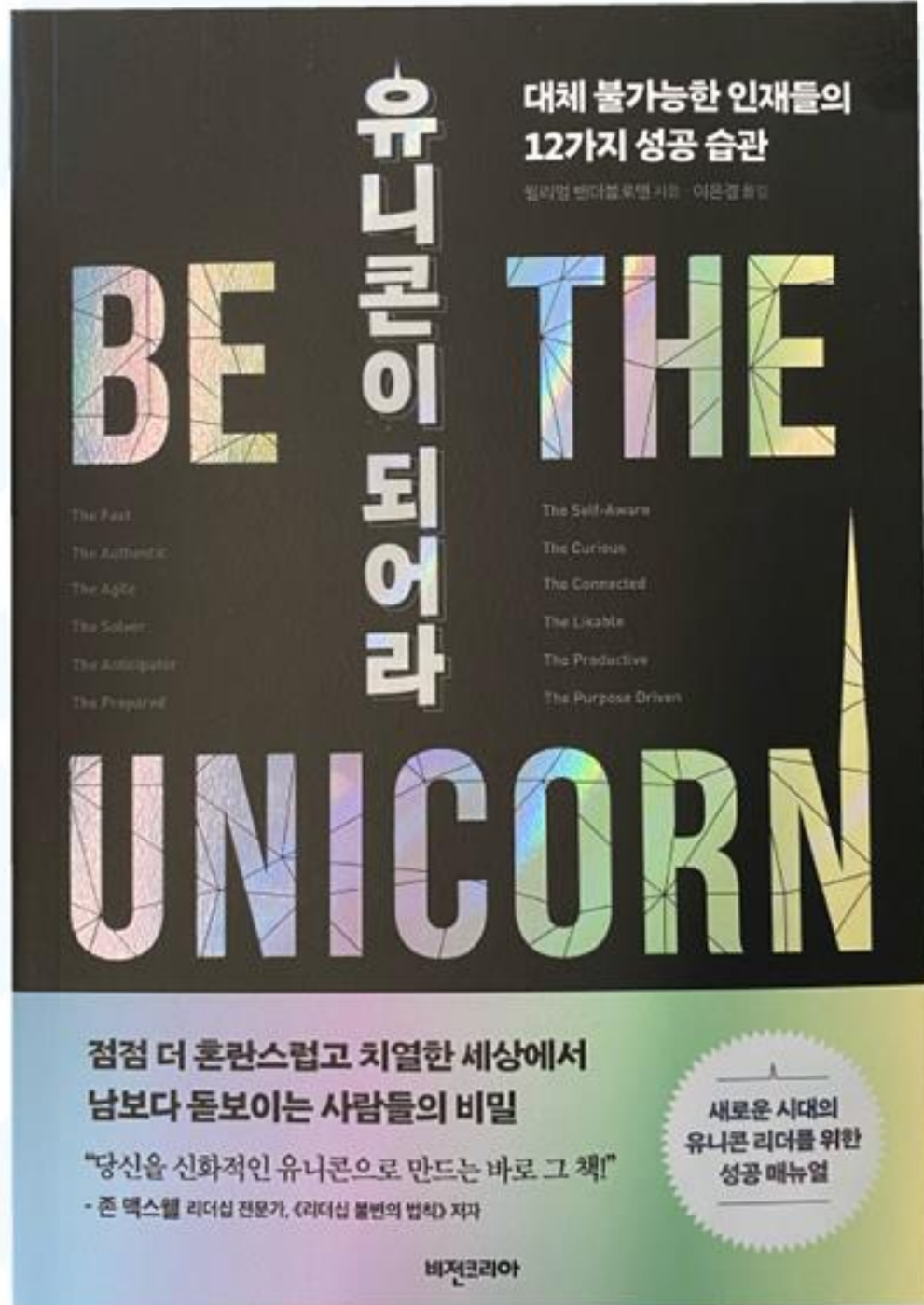
After 30,000 interviews, we noticed **top-performers** had **traits** that made them stand out from the rest.

These were **not** traits they were born with.

These were habits they had **learned behaviors** throughout their lifetime and more specifically, their careers.

We call these **Unicorn Traits**





12 TRAITS

- ◆ Fast
- ◆ Authentic
- ◆ Agile
- ◆ Problem Solver
- ◆ Anticipator
- ◆ Prepared
- ◆ Self-Aware
- ◆ Curious
- ◆ Connected
- ◆ Likeable
- ◆ Productive
- ◆ Purpose Driven



3 Traits Most Important For Leading a Team



Jennifer Paulson

COO | *“Fixer of Companies”*



3 Unicorn Traits That Have Made Me Especially Successful

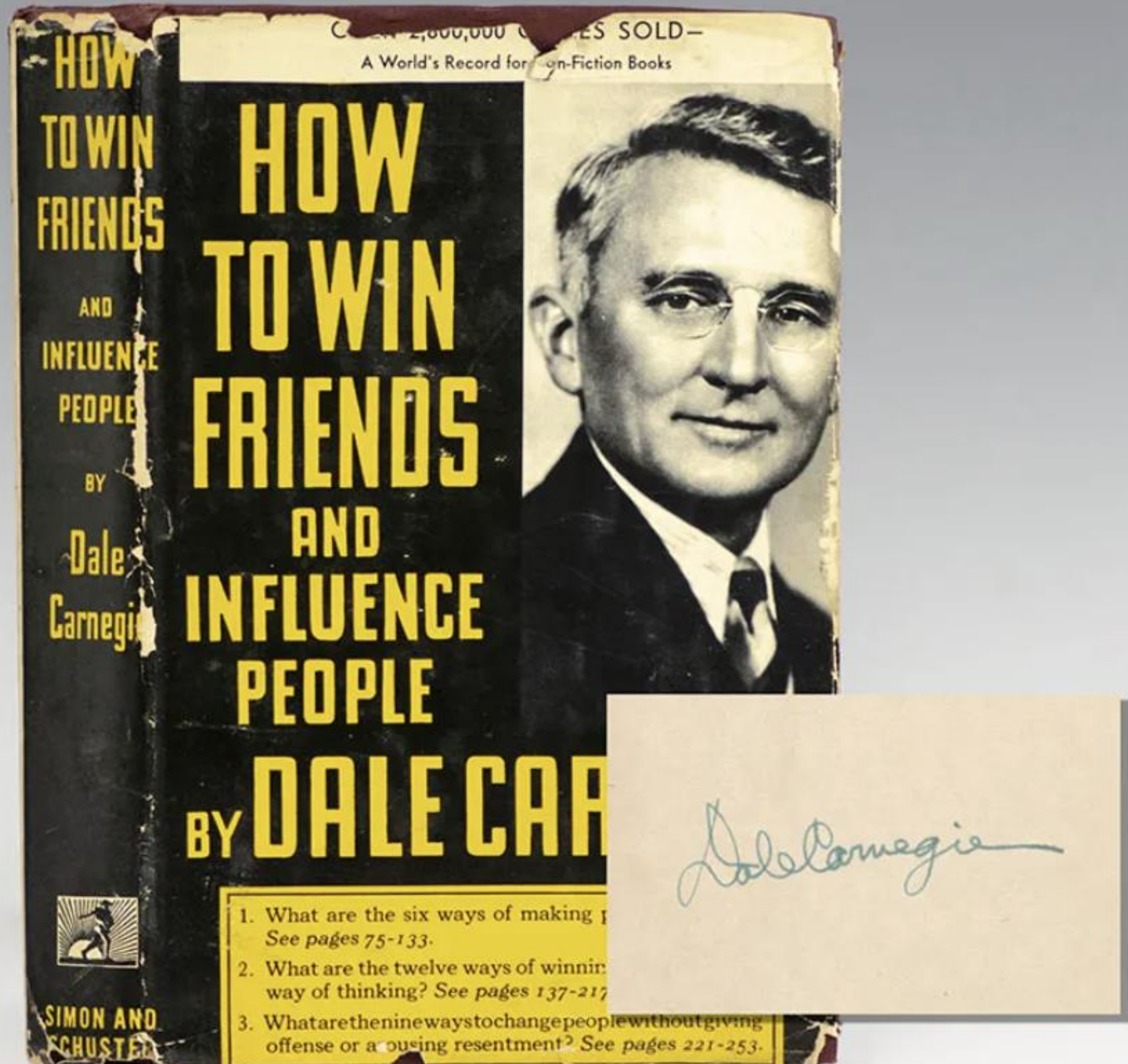


THE LIKEABLE

Getting people to like you is merely the other side of liking them.

– Norman Vincent Peale









THE

LIKEABLE

- ◆ The currency of relational equity pays off
- ◆ Likeable Lilly vs Brilliant Jerk
- ◆ Secondhand compliments
- ◆ Talk about others

What prevents likeability?

- ◆ Seeking popularity
- ◆ Talking about yourself too much
- ◆ Listening too little



THE

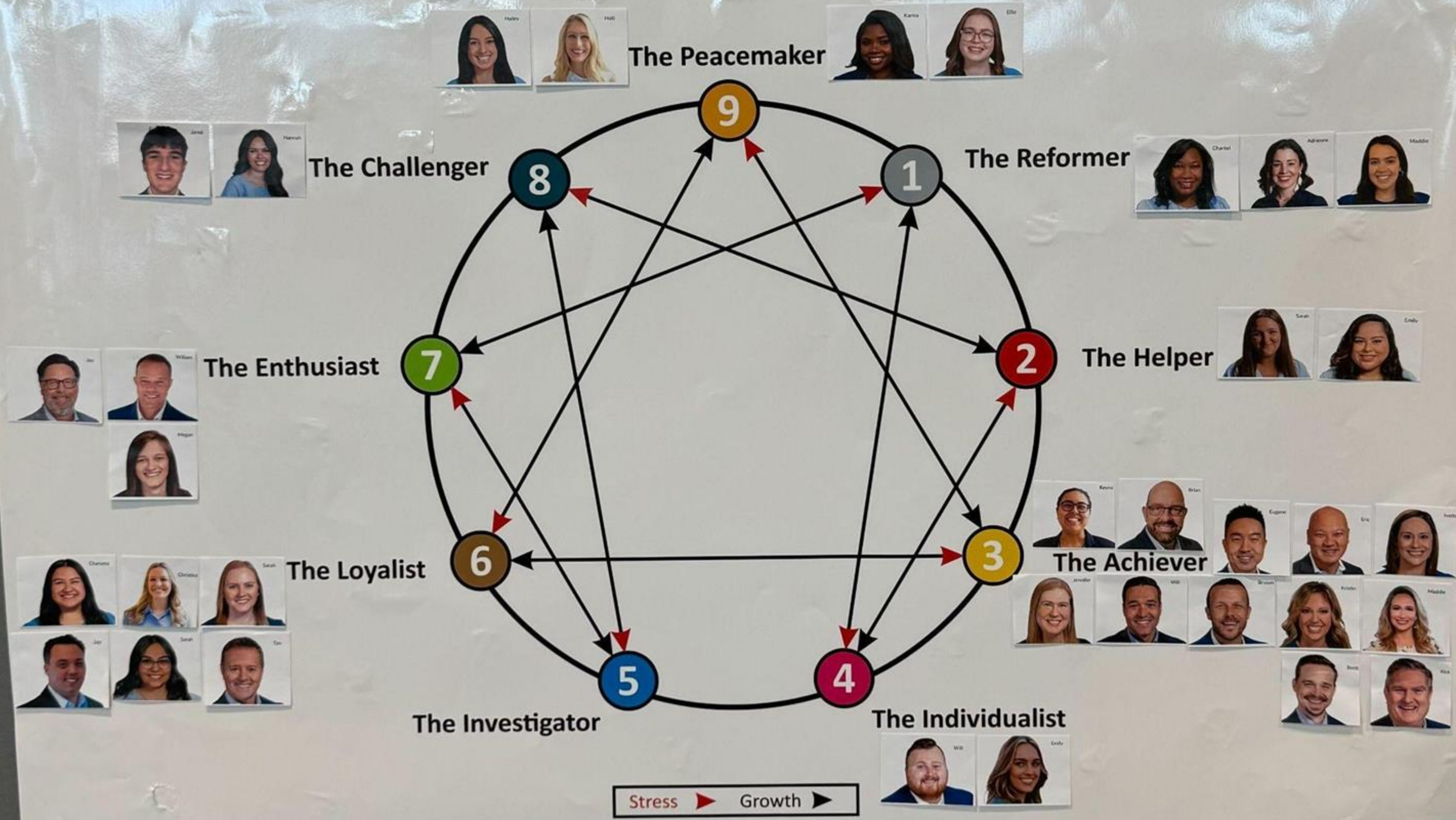
SELF-AWARE

Self-awareness is a pact we make with ourselves
to be better for others.

– Be the Unicorn



THE ENNEAGRAM



THE

SELF-AWARE

- ◆ Know their strengths and operate in them exclusively
- ◆ High sensitivity to their surroundings
- ◆ Emotional intelligence
- ◆ Solicit honest feedback from others

What prevents self-awareness?

- ◆ Pride/Ego
- ◆ Not open to feedback
- ◆ Afraid of looking insecure



THE AUTHENTIC

I had no idea that being your authentic self could make me as rich as I've become.

If I had, I'd have done it a lot earlier.

– Oprah Winfrey



THE

AUTHENTIC

- ◆ Telling the truth and not in the most winsome light
- ◆ Authenticity leads to safety
- ◆ Authentic is not afraid of vulnerability

What prevents authenticity?

- ◆ We live in a filtered era
- ◆ Fear that mistakes equal failure
- ◆ Being honest with yourself



Unicorn Leaders:

- ◆ **Enjoy their job**
- ◆ **Have happy employees**
- ◆ **Companies grow**
- ◆ **Make more money**



What's Next?

- ◆ Attend the Workshop tomorrow
- ◆ Learn about all 12 Traits in Be The Unicorn
- ◆ Take the VanderIndex Self-Assessment
- ◆ Work through the Be the Unicorn Workbook
- ◆ Get Feedback: Vander 360 Assessment

