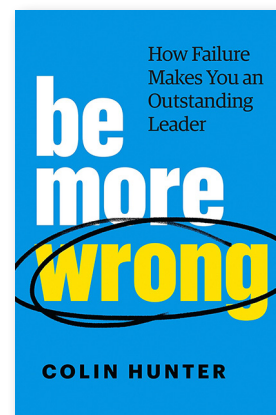


Be More Wrong

How Failure Makes You an Outstanding Leader

by **Colin Hunter**



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THE SUMMARY IN BRIEF

Leaders have a powerful and proper role to play in leadership roles. Being “wrong” is about discovery, making it a good thing. From a collapse on a golf course at twenty-nine years old to completely changing the wrong in his life, Colin Hunter’s book *Be More Wrong: How Failure Makes You an Outstanding Leader* explores how the wrong experiences can actually be the right ones – transforming our qualities as a leader into something more than we ever expected.

No one likes being wrong, mainly the connotation that you have failed at something. Failure can be devastating to some, but even if you are wrong, it doesn’t mean that you aren’t learning something in the process. More importantly, failure can be used as a tool for learning. When reframing failure as something useful, you are less likely to avoid taking risks – which is a powerful quality for a leader.

IN THIS SUMMARY, YOU WILL LEARN:

- The importance of the leadership impact model.
- What enables you as a leader and why.
- The importance of directing the conversation.
- The four different types of leadership styles.
- How to continue your leadership journey being wrong.

Introduction

In his book, Colin Hunter defines leadership as “agitating for the future.” The purpose of leadership is to acquire the art of future-proofing your organization – essentially peeking around the corner to see what’s coming. Instead of focusing on the wrong that can pop up in any circumstance, shifting to a growth-oriented mindset is the best thing a leader can do for their leadership strategy. Taking the changes and stretching the boundaries are the very spirit of being more wrong.

As a leadership consultant, the role requires providing guidance to clients and their people, bringing them to a place they never thought that they could get to on their own. Incorporating the failures with the successes creates a foundation that makes leaders more efficient in their roles because it shows that there are lessons to be learned that may or may not have come to fruition on their own without the event.

To truly appreciate this requires the willingness to stop, pause, reflect, and even possibly go back a step if necessary. This is a critical cog in the system – willingness to be wrong and go back and correct it.

Part One: The Playground At Work

The Leadership Impact Model

The Leadership Impact Model is used to show how habits and systems intersect to create a vibrant leadership impact. This framework embodies the three enablers that provide confidence, conviction, and connection when delivering styles to the world. With this model, leadership in terms of the “long-game” can be explained.

The goals of leadership is to create a sustainable network of systems and habits that outlive the leader. These refreshingly direct conversations, systems, and habits bring about the foundation for the four leadership styles – host, energizer, disruptor, and catalyst. All of these elements are crucial in the ongoing development of robust habits and systems to sustain a journey of being more wrong.

Systems And Habits: The Secret Sauce

The systems we have as leaders need to allow us to be our best selves. We have to ensure that we are clear on our purpose, and that we constantly revisit our story. We need to have a system based on our identity, with measures to ensure that we are portraying – and others are experiencing

- the identity we want others to experience.

There are six habits that describe creative people.

The first habit is framing a problem by asking “how might we...?”. This allows an approach that invokes thought to offer solutions that may not be right at the front of your mind.

Habit two is gathering inspiration by observing without judgment to determine what people really need.

The third habit comes from synthesizing information to bring out the meaning of the diverse information you gather through your observations to identify a focus.

The fourth habit has to do with generating ideas by pushing past the obvious solutions and coming up with a breakthrough idea.

Habit five is making ideas tangible by getting out and testing them to see what outcomes may prosper from them.

Finally, the sixth habit has to do with testing to learn what works and what does not. Experimentation is key to finding out the right solution versus the “right now” solution.

Part Two: The Three Enablers

Purpose

Anyone is capable of leading, but being a leader isn’t a role everyone is born into. It is possible to lead without a purpose. To be an exceptional leader, it requires having a compelling purpose. When purpose is driving a leader, they can experiment, fail early and often, learn from that, and then achieve great things. There has to be importance in finding your purpose if you want to continue on your journey of discovery.

Identity

Everyone has an identity – our people, families, and children all have a view about us, whether it be consciously or subconsciously. Parts of our identity include our skin color, sexual orientation, and birthplace – these we have no control over. Other areas are created by influence and if we do not make these decisions on our own, they are often decided for us. Leadership is not about being a part of a popularity contest. We cannot be successful and be flexible with who we are. You have a view as a leader, and it should coincide with the purpose that you want to achieve. The

careful choices you make about your identity will influence who follows you, how much passion they bring, and how successful you become.

Presence

Presence comprises the perceived and real impact a leader has on others. Either a leader uses their interactions in the moment, or they create the impact across legacy events over time. Presence reflects your ability to be agile in the moment and context. Your presence as a leader should be fluid and seen as the appropriate dance to the music playing in your life at the time. Your presence is made of a series of habits and systems that provide confidence in the people you surround yourself with.

Leaders must master agility and make changes in their behavior to remain seamless in the eyes of others to be successful. The levels of respect earned, and the mandates created by you are often based on the level of the perceived authenticity you have with your team and in customer interactions.

Part Three: The Conversation

Refreshingly Direct Conversations

As a leader, to be more wrong successfully, you need to develop a mindset that will communicate to your followers (clearly) that you promote a safe space for error, failure, and learning. These are embedded within the Potential Impact Squared model. The conversations within the habits and systems of the model need to have that mindset too. Your people need to feel as if they can fail and make errors, admit to them, talk about them purposefully, and learn lessons from them.

One of the best ways to build a lasting relationship and trust with your people is through the experience of clear and direct conversations. The most effective conversations have a five-step infrastructure – a simple opening and follow-up, being intensely curious, listening and providing time for someone to feel listened to, giving advice or jointly finding a solution, and agreeing on the outputs and linking back to the overall purpose.

Part Four: The Four Leadership Styles

Host

No matter what your leadership style is, you need to be able to build rapport and make connections. To achieve a

level of antifragility, it requires constant and careful nourishment, just like a good training program. To be a great leader, it requires a high level of empathetic listening.

The host leadership style focuses on paying it forward, with success coming from people playing the infinite game and gifting something to others with no expectation of return in the process. Hosts also engage with their people, bringing together those who will jell without implementing a project-based culture.

Energizer

Energizers inspire. When you are a leader, you are in charge of the stories that are streaming into your teams and followers. You have to be the one in charge of the narrative and the storytelling that affects the mood and mind-set of the people. It's your job to find what will inspire them as the energizer. As a leader, you need to find your own style to tell your stories. Energizers require the drive in their purpose to create successful situations even when it is wrong.

Disruptor

Disruptors are focused on what experimenting can bring to their leadership value. These leaders create a unique edge or difference in their approach, product or service, which requires an unbiased human-centered observation to unlock the ways of meeting unarticulated needs.

A large part of success focuses on shaping the market or sector through differentiation in product, service, or ways of operating. That is essential, because standing still will get you nowhere fast as a leader. The disruptor approach focuses on radical and new ideas but is about innovative thinking. Disruptors do not shy away from a challenge, instead embrace it, especially if it supplies a learning experience.

Catalyst

Leaders who have a catalyst style are able to play different roles in the lives of their people. They can be the role of mentor and coach, with each playing a significant independent role. As a leader, it requires agility on both accounts. The catalyst style is both reflective and developmental in nature, embodying the dual skills necessary for active leadership. The most important part to remember about a catalyst is using every moment as a teachable moment. The coach factor comes from giving the guidance necessary to utilize the teachable moments into strategy for success.

Part Five: What Next?

Your Journey Continues

The systems and habits of a leader are more focused on the long-game for leaders. Leaders have to build systems and habits that are sustainable and adaptable to the challenges of the future. That is why learning exactly what leadership styles you want to utilize in your role as a leader are important.

If you are faced with a situation where the support of your ecosystem is not immediately obvious, choosing the right catalyst may be necessary. The same applies with other leadership styles. If you find you are missing something – cultivating the skills and styles of your leadership may be the answer.

Conclusion

After reading, the steps to be better at being wrong is to start by stopping, pausing, reflecting, and engaging. Next, conducting a thorough leadership audit can help you identify the wrong and how to learn from it. Once you have the wrong, start analyzing it by asking “so what?”

Once you have direction you can begin working on your purpose and what it takes to get there. Take the first step, it is always the hardest. Leadership is about embarking on the journey – focusing on the small steps and small experiments in your life.

Part of being a successful leader requires the ability to be wrong, learn from it, and make for better situations ahead. By implementing the five different types of leadership styles, you can learn the most effective way to be wrong and learn the lessons necessary to achieve success. Failure

should not be looked at as a roadblock but the first step at achieving something new. That is the purpose of working toward being more wrong – the more wrong you are the more right you can be come.



Colin Hunter is an author, mentor, entrepreneur, coach, CEO and Lead Guide to a business, Potential Squared, founded in 2001. Colin created the business to inspire leaders by disrupting the way they engage and develop their people. He and his global team specialize in creating immersive, measurable playgrounds to inspire new ways of thinking, systems and habits. Colin’s individual passion is for experimentation in leadership, creating impact through presence in leaders and developing systems and habits embedded with purposeful practice for those leaders. **BeMoreWrong.com**

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