



Leadership lessons

Ask more – not less

Brady Wilson

A photograph of two young women with blonde hair, seen from the chest up, engaged in conversation outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, looking towards the left. The background is dark and out of focus, showing some green foliage. The text "Take a few moments to CONNECT with your neighbour" is overlaid in white, bold, sans-serif font on the right side of the image.

**Take a few moments
to CONNECT with
your neighbour**

CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hours of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's Speaker



Brady Wilson

Juice Inc.

bradyjuiceinc@Twitter

Agenda

Ask more – the science

The right kind of more

How to discover what matters most

Ask more case study

Paula:
engaged but
exhausted



Dedicated but depleted

2% of your
body weight

20% of your
energy



When you are exhausted, the first thing you lose access to is your **executive function**.

“

Engagement. **Energy.**
What's the difference?

Engagement

- Loyalty
- Dedication
- Commitment
- Focus
- Disc. Effort

Energy

- Passion
- Vitality
- Enthusiasm
- Resilience
- Absorption

“

Engagement drives effort.

Energy fuels performance.

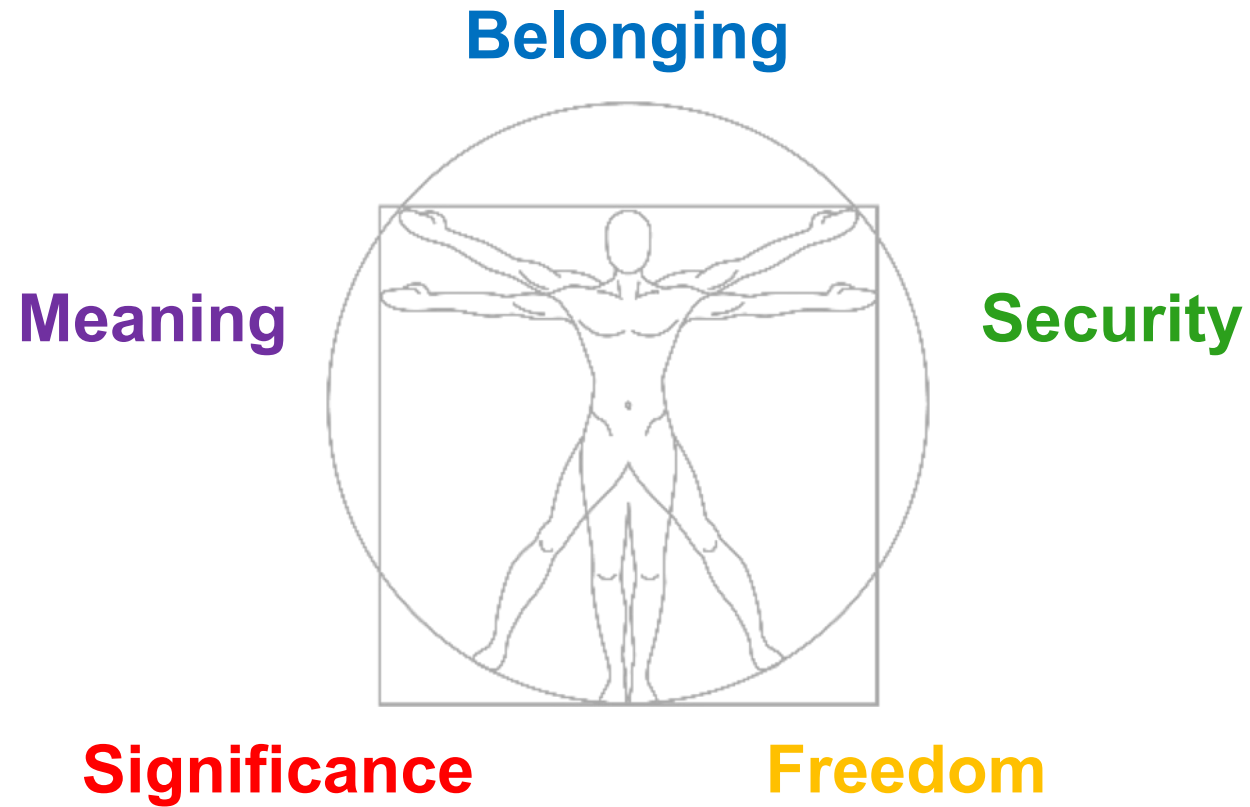
“

If your team is not energized,
your strategies are at risk



Energy is released when
driving needs
are met

Five driving needs



Oxygen Poker: Round 1



Instructions

1. Deal 5 cards
2. Rank your cards
3. Very important on right
4. Least important on left
5. Trade with others

Your goal is to have five of the most important cards in your hand.

Oxygen Poker: Round 2

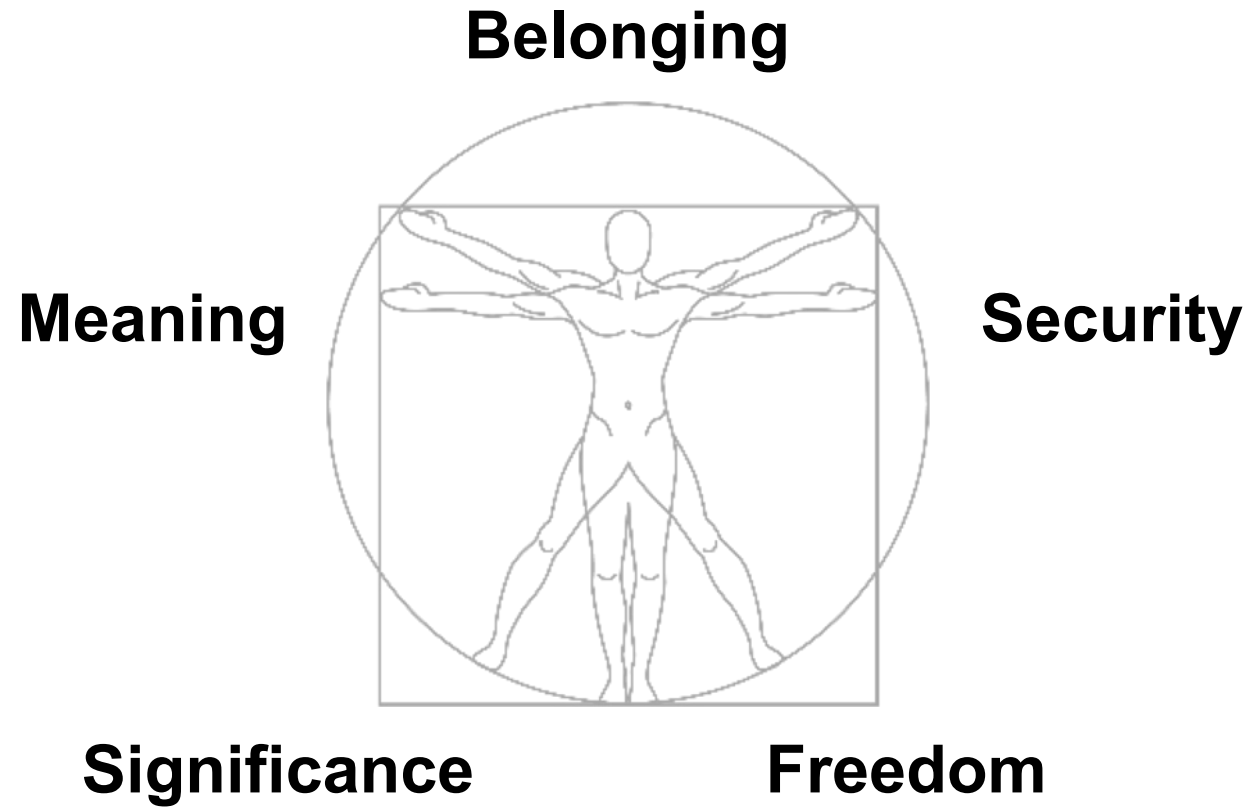
Instructions

1. Lay all the excess cards out on the tables face up
2. Go shopping!

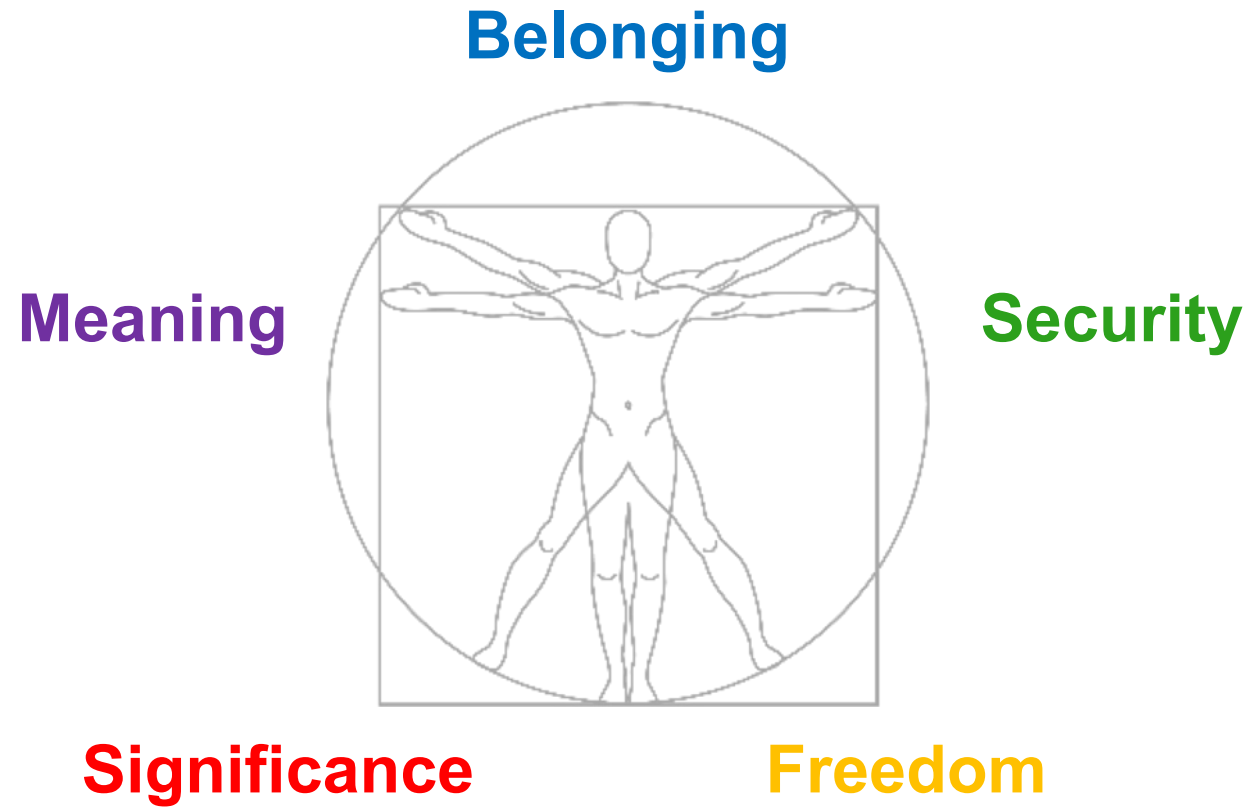
Your goal is to have five of the most important cards in your hand.



Let's figure out the colours



Five driving needs



Turn to a partner and ask

How do your cards work together?

What happens to your energy if these go unmet?

What do they have in common?



- Cliquey/complains/gossips
- Micro-manages/shifts blame
- Bends rules/maverick
- Takes credit/critical
- Checks out/cynical



Unskillful expression
of an unmet need

Cliquey

Exclusive

Gossiper

Complainer

People-pleaser

A valid need for

Belonging

Micro-manager

Controlling

CYA

Finger-pointer

Overly analytical

A valid need for

Security

Maverick

Rule-breaker

No follow-through
Unreliable

Takes unwise risks

A valid need for

Freedom

Takes the credit

One-upper

Always right

Political

Brown-noser

A valid need for

Significance

Connect on **what matters most**



1. **Find a partner**
2. **One of you will tell a 1 minute story about:**
 - A time you felt **Appreciated**, or
 - A time you were **Successful**, or
 - A time you made a **Difference**.
3. **The other will:**
 - Acknowledge what you believe mattered most.
 - Storyteller can verify or clarify
 - Ask, “Why was that important?”
 - Sum up what you’ve learned about your partner



The currency that is prized by one person can be
meaningless
to another

Ziad creates a superstar



The currency that is prized by one person can be

meaningless to another

Operating system

Connect on what matters most

Understand what's possible

Partner for progress



**Connect on what
matters most**

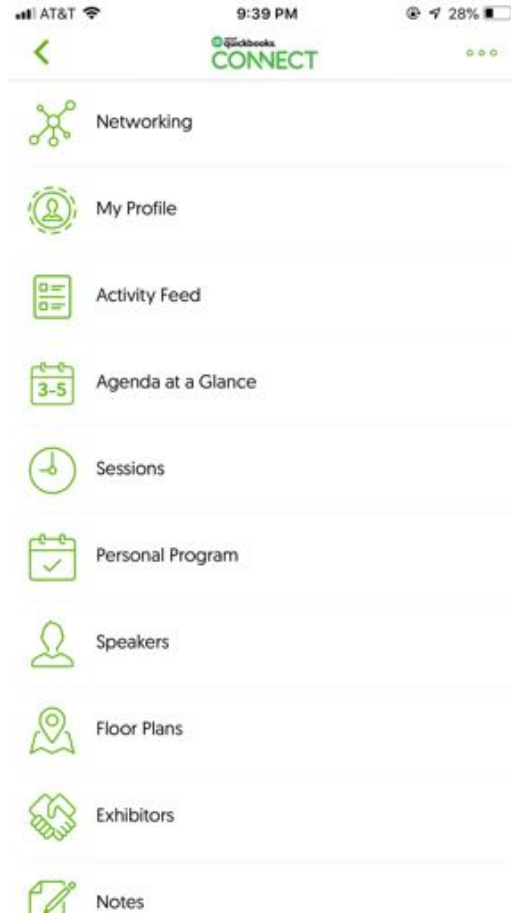
**Understand what's
possible**

Partner for progress

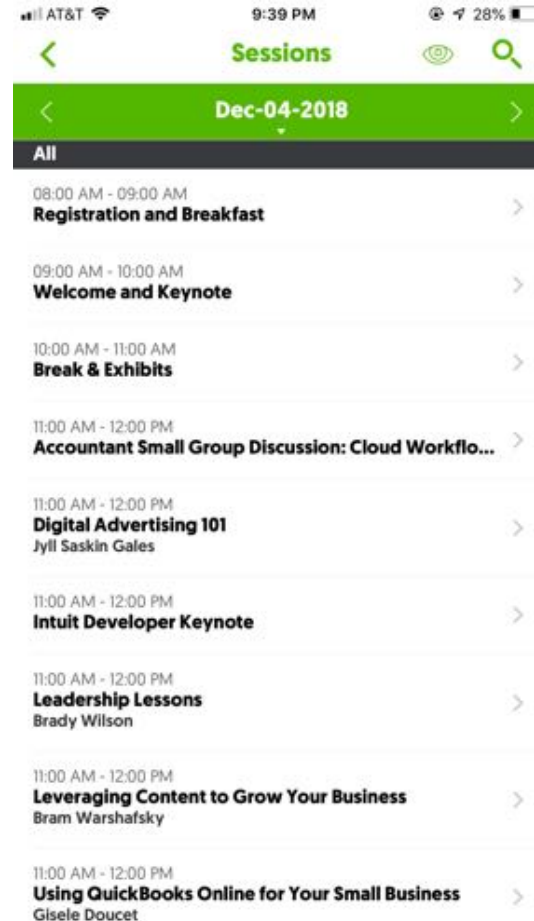
Questions?

Rate this session in the mobile app

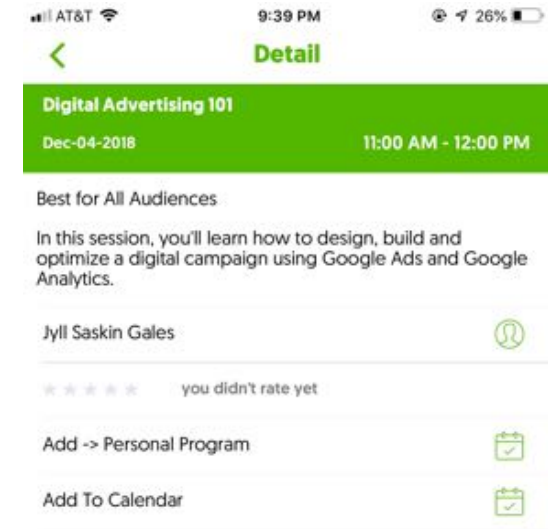
1. Select Sessions



2. Select Title



3. Add Rating



Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://can.quickbooksconnect.com/agenda/>

11:00 am-12:00 pm	Breakout Sessions	
	Digital Advertising 101	+
	Leveraging Content to Grow Your Business	+
	Leadership Lessons	+
	Using QuickBooks Online for Your Small Business	+
	Warrior Approach to Productivity • session repeats	+
	Accountant Small Group Discussion: Cloud Workflows	+
	Intuit Developer Keynote • session repeats	+



CONNECT

