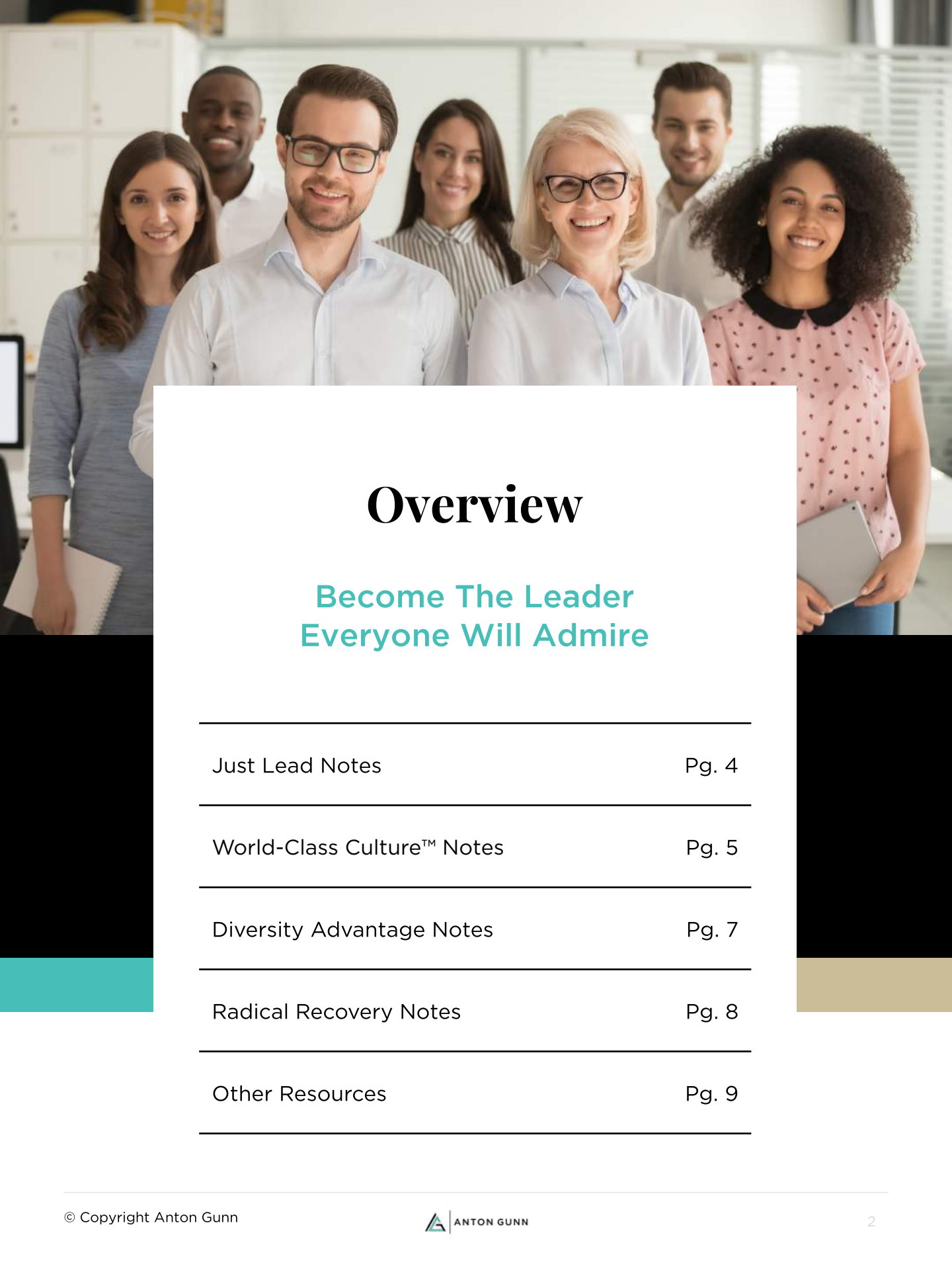




Just Lead Toolkit

Presentation Notes and
Leadership Resources



Overview

Become The Leader Everyone Will Admire

Just Lead Notes

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World-Class Culture™ Notes

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Diversity Advantage Notes

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Radical Recovery Notes

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Other Resources

Pg. 9

A full-length portrait of Anton Gunn, a Black man with a shaved head, wearing a vibrant red and orange patterned blazer over a dark blue shirt. He is standing with his hands clasped in front of him. The background is dark with some faint, out-of-focus light patterns.

MEET Anton

SPEAKER, CONSULTANT, & CEO OF 937 STRATEGY GROUP

Anton Gunn is a former senior advisor to President Barack Obama and the world's leading authority on Socially Conscious Leadership.

He has a Masters Degree in Social Work from USC and was a Resident Fellow at Harvard. He is the bestselling author of *The Presidential Principles* and has been featured in TIME magazine, the Wall St Journal, INC Magazine, BBC, NPR and on Good Morning America. Recently, Anton was named by Fierce Healthcare as one of the Most Influential Minority Executives in Healthcare.

As an international speaker and consultant, he has worked with organizations like Mercedes Benz, T-Mobile, Entrepreneurs' Organization Sodexo, KPMG, Verizon Wireless, Aetna, Blue Shield of California, American College of Surgeons, FINRA, and the Boeing Company.

From playing SEC Football and being the first African American in history elected to the SC legislature from his district early in his career, to now serving as CEO of 937 Strategy Group and serving on multiple boards, he has spent his life helping people build diverse high performing teams and world class leadership culture.



Just Lead Notes

Keys to Remember

Everyone Wants to Know Three Things...

1. Do you care about me?
2. Will you help me to be successful?
3. Can I trust you?

Point 1: To Break Down Barriers You Must Serve the People You Lead

- A. Get to Know Your People Individually
- B. Meet with Them One-on-One
- C. Be an Ally When they Experience Unfairness

Point 2: Boost Your Retention By Empowering Your Team

- A. Recognize Their Performance
- B. Be a Mentor, Not Just a Manager
- C. Invest in Their Professional Development

Point 3: Building a World-Class Culture is Your Legacy

- A. Acknowledge Your Weaknesses, Faults and Failures
- B. Create a Succession Plan for Everyone
- C. Focus on Communication, Teamwork and Culture

World-Class Culture™ Notes

Keys to Remember

Everyone Wants to Know Three Things...

1. Do you care about me?
2. Will you help me to be successful?
3. Can I trust you?

Pillar 1: Curiosity

- A. Have an Open Mind to Others' Experiences
- B. Get to Know People You Don't Know
- C. Promote a Culture of One-on-Ones

Pillar 2: Courage

- A. If You See Something, Say Something
- B. Create Safe Spaces for Your Team to Speak Up
- C. Dare to Be Different

Pillar 3: Collaboration

- A. Create Cross Functional Teams
- B. Partner with External Organizations
- C. Include Non-Traditional Staff on Leadership Committees



**Build a Great Culture
for Your Talent to
Thrive.**



Make It Right

The Most Admired Leaders
Do Whatever It Take to
Make it Right

ANTON J. GUNN, MSW, CDM, CSP



The Diversity Advantage Notes

Keys to Remember

Everyone Wants to Know Three Things...

1. Do you care about me?
2. Will you help me to be successful?
3. Can I trust you?

Advantage 1: Cognizance of Bias

- A. Acknowledge Your Problems
- B. Access Your Blind Spots
- C. If You See Something, Say Something

Advantage 2: Commitment to DEI

- A. Establish Diversity Goals
- B. Reflect the Diversity of Your Customers/Community
- C. Invest in Professional Training and Education

Advantage 3: Cultural Intelligence

- A. Get to Know Other Parts of Your Business
- B. Know Everything About Your Customers/Clients/Consumers
- C. Get Involved in Local Communities

Radical Recovery Notes

Five Keys for Leaders

Key 1

Stay Informed of the Situation

Key 2

Be Transparent with People

Key 3

Elevate Your Effort

Key 4

Empower Other People

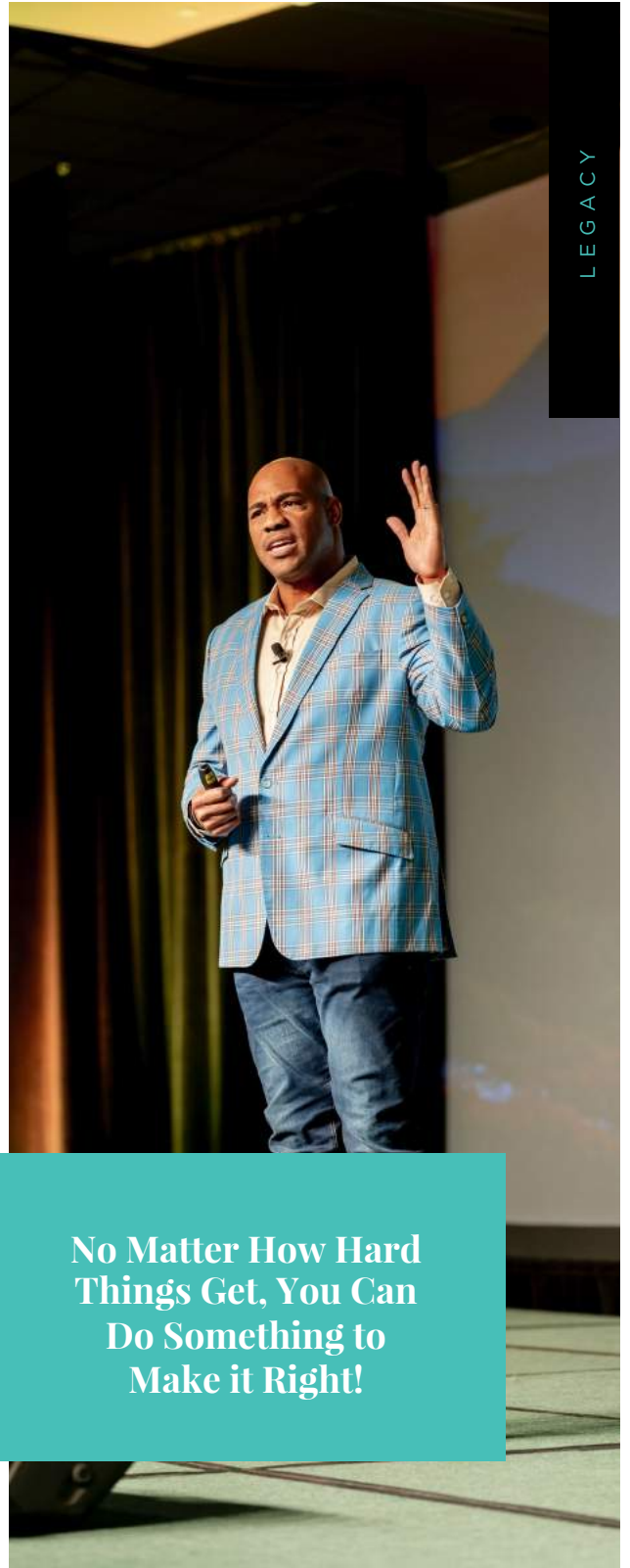
Key 5

Lean In and Lead
During Tough Times

Everyone Wants to Know Three Things...

1. Do you care about me?
2. Will you help me to be successful?
3. Can I trust you?

**No Matter How Hard
Things Get, You Can
Do Something to
Make it Right!**



The Just Lead Blog:

<https://antongunn.com/blog/>

Media Interviews:

Here is a sample of recent media appearance Anton Gunn has made in case you want more content:

- [Fierce Healthcare](#)
- [Time Magazine](#)
- [Lead on Purpose Podcast](#)
- [Wall Street Journal](#)
- [The One Percent Podcast](#)
- [Turning Pain into Passion](#)
- [Grow Strong Leaders Podcast](#)

Speaking Inquiries:

Whether you're looking for a dynamic, engaging speaker for your next event or you need a leadership expert who can help you create a world-class culture in your organization, Anton Gunn is here to help.

PLEASE CONTACT OUR FABULOUS MICHELLE JOYCE (DIRECTOR OF EVENTS) TO EXPLORE OPTIONS.

704-965-2339 or
Michelle@MichelleJoyce.com





Just Lead

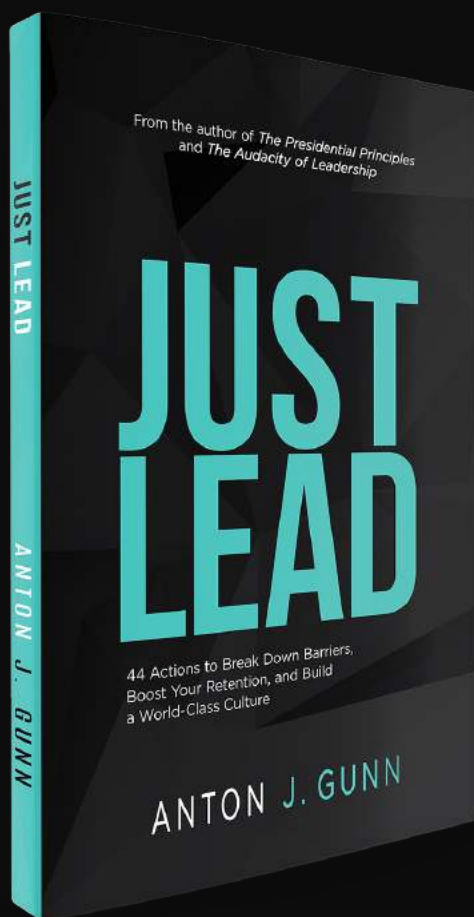
What Will You Do to Become The Leader You Desire to Be?



BONUS TIP

Think about the 3 most important leaders in your life. The leaders you admire. What are the best qualities they possess? Write down the top five qualities that they share in common. Then write down what you will do to become more like the leaders you admire.

[Order Your
Copy Here](#)



BEST-SELLING LEADERSHIP BOOK

Just Lead

**44 ACTIONS TO BREAK DOWN
BARRIERS, BOOST YOUR RETENTION,
AND BUILD A WORLD-CLASS CULTURE**

"Anton's book is a must-have addition to any leader's collection. Anton's 44 actions are succinct and practical yet highly impactful. I have had the privilege to personally see Anton deploy these masterful strategies and can attest to their effectiveness."

I strongly suggest this book be mandatory for any leadership development program your organization embarks on."

DARRICK T. PAUL, MBA, MHA, SPHR, SHRM-SCP, CPXP
CHIEF HUMAN RESOURCE OFFICER, FORMER US
ARMY RESERVE OFFICER



Great Leaders Do More With Others

Whether you like working with other people or not, you should recognize that going it alone is limiting your potential. You might have a level of success as an individual performer, but your solo success can't match that of a powerful team. There is a famous acronym for "TEAM"—Together Everyone Accomplishes More. This is so true. It takes a team to do anything of lasting value. Think about who you can enlist to join your team as you face tough challenges. Or consider who you could team up with to achieve a goal. Whichever way you go, remember that teamwork makes the dream work. Do more with others.



**One person can make a difference, but
it take a team to make change.**

Five Reasons Great Teams Succeed

1. Great Leadership – Everything Rises and Falls on Leadership
2. Great Communication – Speak with Confidence, Clarity and Candor
3. Strong Accountability – Count on Each Other to Get Things Done
4. Great Culture – Care and Support Each Other as Individuals
5. A Shared Gameplan – An Inclusive Strategy with S.M.A.R.T. Goals



How to Reach Me

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