

Do Something Different
Next Level Leader
programme

Theoretical background to the programme

On a daily basis leaders have to respond to complex challenges, handle diverse teams and make hard decisions. For this they need a range of skills, including exceptional people skills, emotional intelligence and decisiveness. In modern times a transformational rather than a transactional approach characterises the effective leader, although at the end of the day flexibility is key. Studies of leadership have revealed that the single common characteristic of exceptional leaders is their ability to flex, to alter and adapt their style according to the situation, context and circumstances they are experiencing. This means being open to change, embracing new ideas, tolerating ambiguity, sending clear messages to their team while all the time maintaining their own personal wellbeing.

Our psychologists have developed a range of micro-behaviours that develop and embed these abilities through a series of small actions resulting from behavioural prompts. Or one Do at a time.

How the Do Something Different Next Level Leader programme works

1. The pillars of Leadership underlying the programme:

- Accountability
- Positive reinforcement
- Empowering others
- Emotional intelligence
- Talent Management
- Communication skills
- Managing change/growth
- Innovation
- Strategy/Vision into results
- Work/Life Balance

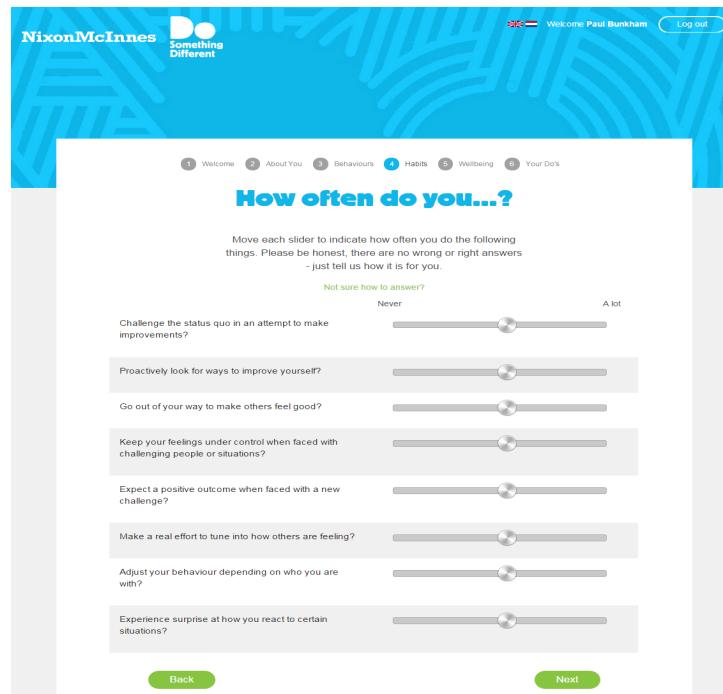
2. Benchmarking and profiling every individual at sign-up

A simple sign-up process on-line takes 10-15 minutes. During this time the individual undertakes behavioural profiling, answers questions relating to their existing habits and leadership behaviours (below) and about their general wellbeing. Engaging animations/videos introduce the person to the background behind Do Something Different, informing them about the programme, the theories and how it works.

How often do you:

- Seek unbiased input from people outside your normal sphere of operations?
- Give responsibility with authority?
- Tolerate failure of others in your team/allow people to make mistakes?
- Take time out to identify skill gaps in your team?
- Take time out to motivate people towards the collective goal or purpose?
- Validate your business decisions against your strategy and vision?
- Make decisions for the short term benefit rather than the long term?
- Know what will take the business to the next level?
- Review your key performance indicators?
- Take time to find out what's going on in the lives of people around you?
- Spend time on your own personal development?
- Feel your relationships are suffering because of work?

These questions are answered online using a slider that can be moved from Never to A Lot (example screenshot below). A personal report shows them where they are.



The screenshot shows a web interface for a questionnaire. At the top, there is a blue header with the 'NixonMcInnes' logo and 'Do Something Different' branding. A navigation bar includes 'Welcome', 'About You', 'Behaviours', 'Habits', 'Wellbeing', and 'Your Do's'. The main heading is 'How often do you...?'. Below this, instructions state: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' A green link 'Not sure how to answer?' is provided. The questionnaire consists of eight items, each with a horizontal slider ranging from 'Never' to 'A lot':

- Challenge the status quo in an attempt to make improvements?
- Proactively look for ways to improve yourself?
- Go out of your way to make others feel good?
- Keep your feelings under control when faced with challenging people or situations?
- Expect a positive outcome when faced with a new challenge?
- Make a real effort to tune into how others are feeling?
- Adjust your behaviour depending on who you are with?
- Experience surprise at how you react to certain situations?

At the bottom, there are 'Back' and 'Next' buttons.

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each habit question, for example, there are three alternative 'Do's' tailored to the different development needs of individuals. The appropriate ones, based on profiling, are delivered over three weeks by email, app and/or text.

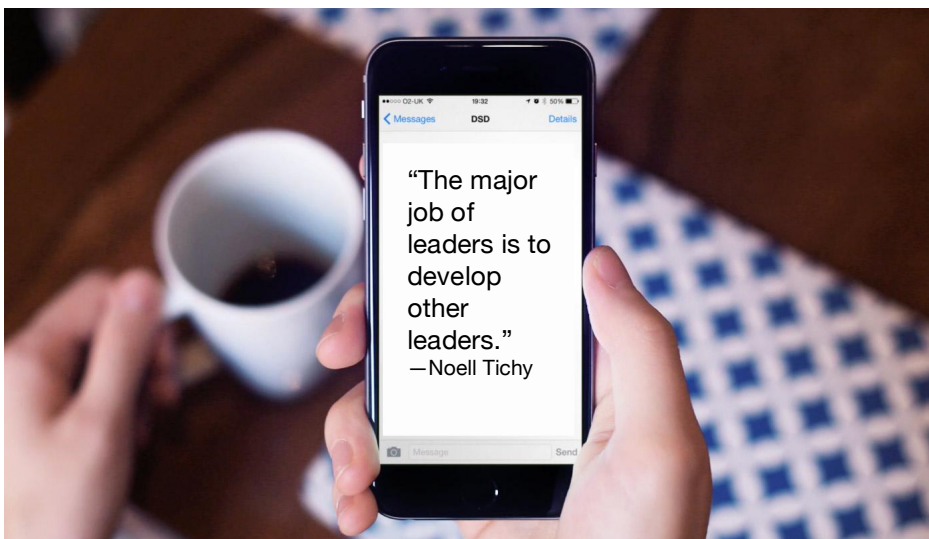
For example:

How often do you:	NEVER	SOMETIMES	A LOT
Make an effort to find out what motivates people in your team?	DO. Feel the Force Day. Know what motivates the people you work with? Ask 3 people today what excites them about the job that they do.	DO. Find a way to allow another to be successful today. Check they have the tools and support they need to do the job.	DO. Empowerment day: if someone brings a problem for you to solve, pause and ask them what they suggest. Allow them space to grow.

Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

4. On-going motivational messages and support

Throughout their programme, as well as Do's, the person receives regular motivational messages, as well as links to useful resources and downloads.



This is why we do what we do:



The simple steps to doing something different



Complete diagnostic
Online so programme
Is tailored to you



Get texts to
help you do
things differently



Share in Do Zone
your experience with
others on your
Programme



Complete diagnostic
again, see what's
changed

Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

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