Keynote Presentation

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The Five Temptations of a Leader

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## Two Requirements for Success

**Smart**
- Strategy
- Marketing
- Finance
- Technology

**Healthy**
- Minimal Politics
- Minimal Confusion
- High Morale
- High Productivity
- Low Turnover
The Five Temptations of a Leader

Status Over Results
Popularity Over Accountability
Certainty Over Clarity
Harmony Over Conflict
Invulnerability Over Trust
The Five Temptations of a Leader

Trust
Conflict
Clarity
Accountability
Results
To which Temptation are you most susceptible?

1. Status over Results
   - 4%

2. Popularity over Accountability
   - 33%

3. Certainty over Clarity
   - 21%

4. Harmony over Conflict
   - 33%

5. Invulnerability over Trust
   - 9%
To which Temptation would your staff say that you are most susceptible?

1. Status over Results 10%
2. Popularity over Accountability 19%
3. Certainty over Clarity 27%
4. Harmony over Conflict 32%
5. Invulnerability over Trust 12%