

DIGITAL LEADERSHIP NLP

**NLP
CONFERENCE**

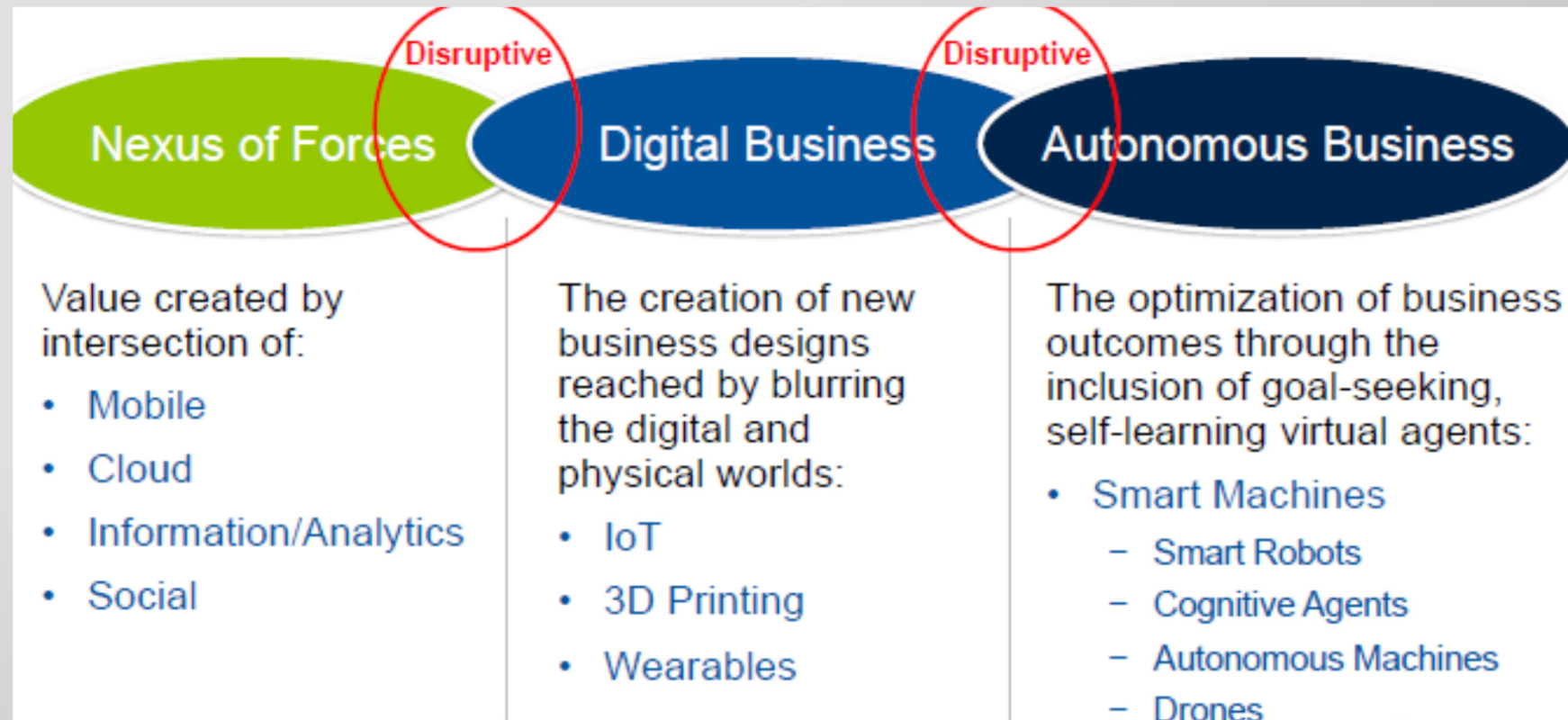
VIENNA 04.12.2016

MARIAM AMIR-AHMADI

WHAT IS DIGITAL?

TODAY

TOMORROW

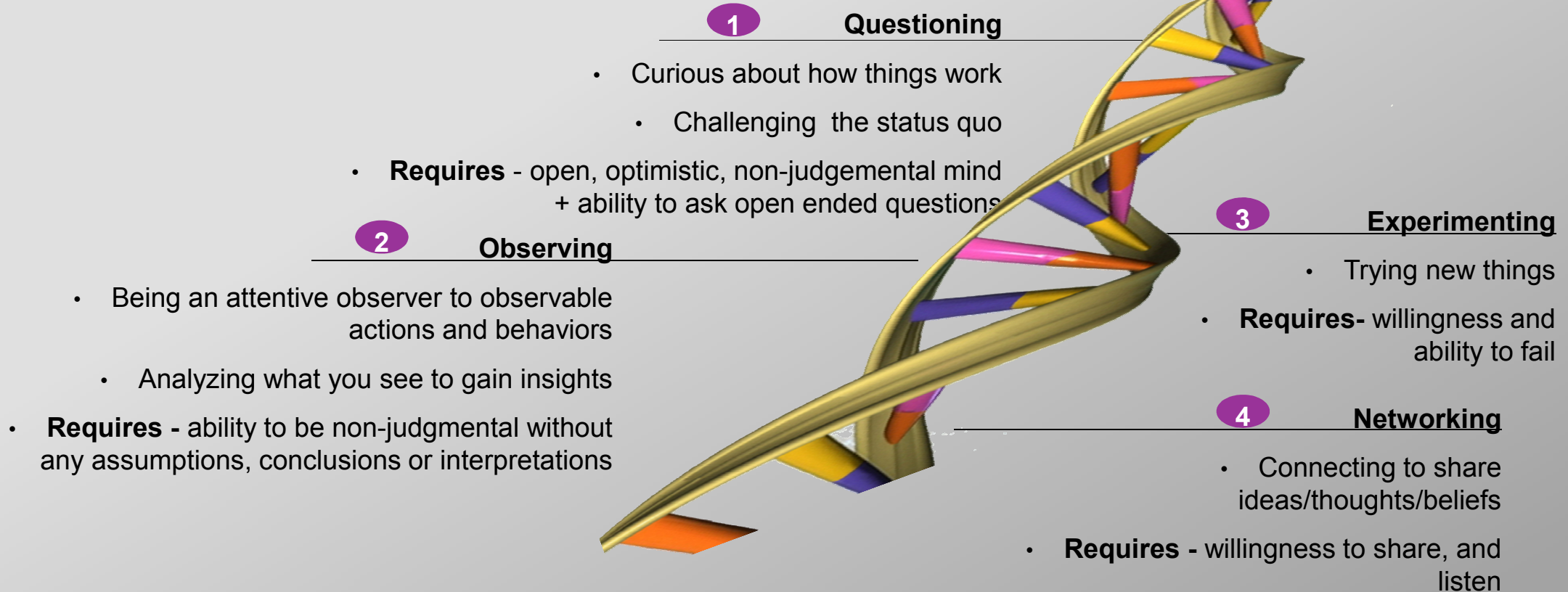


THE WORLD GETS MORE AND MORE VUCA

- **Volatile**
- **Uncertain**
- **Complex**
- **Ambiguous**



INNOVATION WILL BE KEY FOR LEADERS TO SUCCEED



Source: C. Christensen et. al, The Innovator's DNA, Harvard Business Review (12/2009)

ILLUSTRATIVE LEADERSHIP PROGRAM



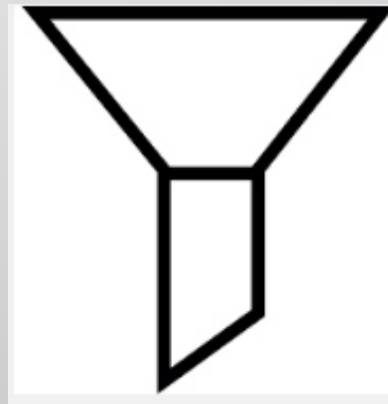
HOW CAN NLP HELP?

SELECTED EXAMPLES

META MODEL OF LANGUAGE

FILTER

- Deletion
- Genaralization
- Distortion



QUESTIONS

- Who
- When
- How
- With what
- What
- Where



COACH STATE – BEING PRESENT IS KEY

NOT PRESENT

C R A S H State



- C** = Contracted
- R** = Reactive
- A** = Analyzing & Paralyzed
- S** = Separated
- H** = Hurt & Hating



PRESENT

C O A C H State

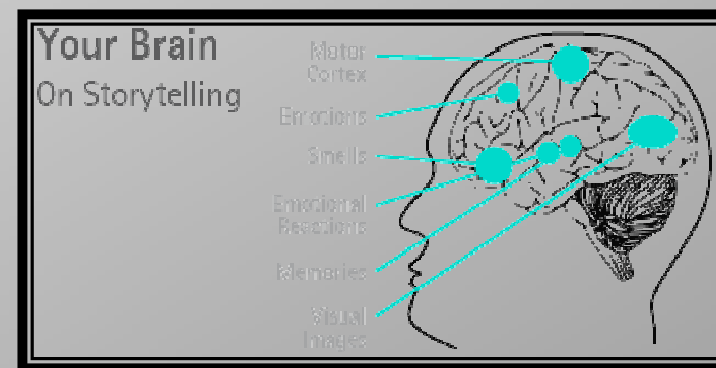
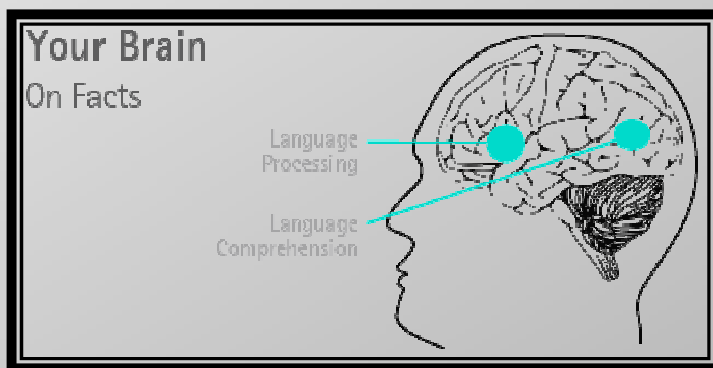


- C** = Centered
- O** = Open
- A** = Attentive
- C** = Connected
- H** = Hold

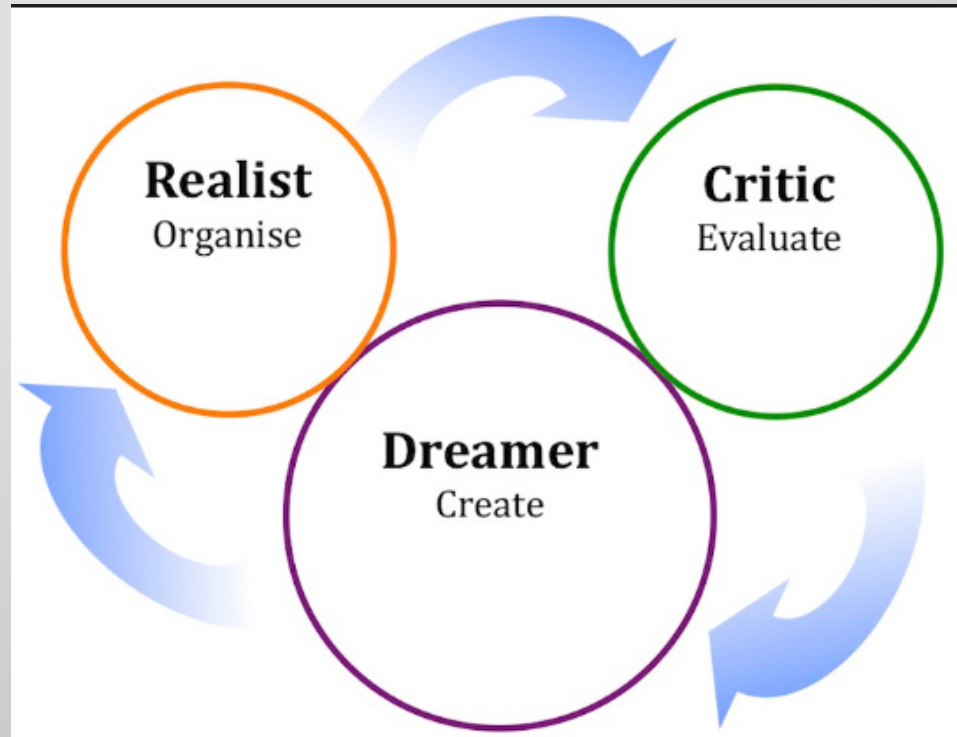


METAPHER - STORYTELLING

- Storytelling is fundamental to relating experiences and making sense of the world around you
- It's power comes from our history, identity and biology. **Our brains respond powerfully to stories**
- It gives ideas meaning and context, and blurs the boundary between speaker and listeners



WALT DISNEY STRATEGY - INNOVATION



THANK YOU