

# Leadership Principles for SOA Champions

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**SOA'09**  
SOASUMMIT**2009**

MAY 2009 | SCOTTSDALE, AZ

Three outcomes...

**ATTENTION**  
**APPROVAL**  
**ADOPTION**



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# Getting ATTENTION



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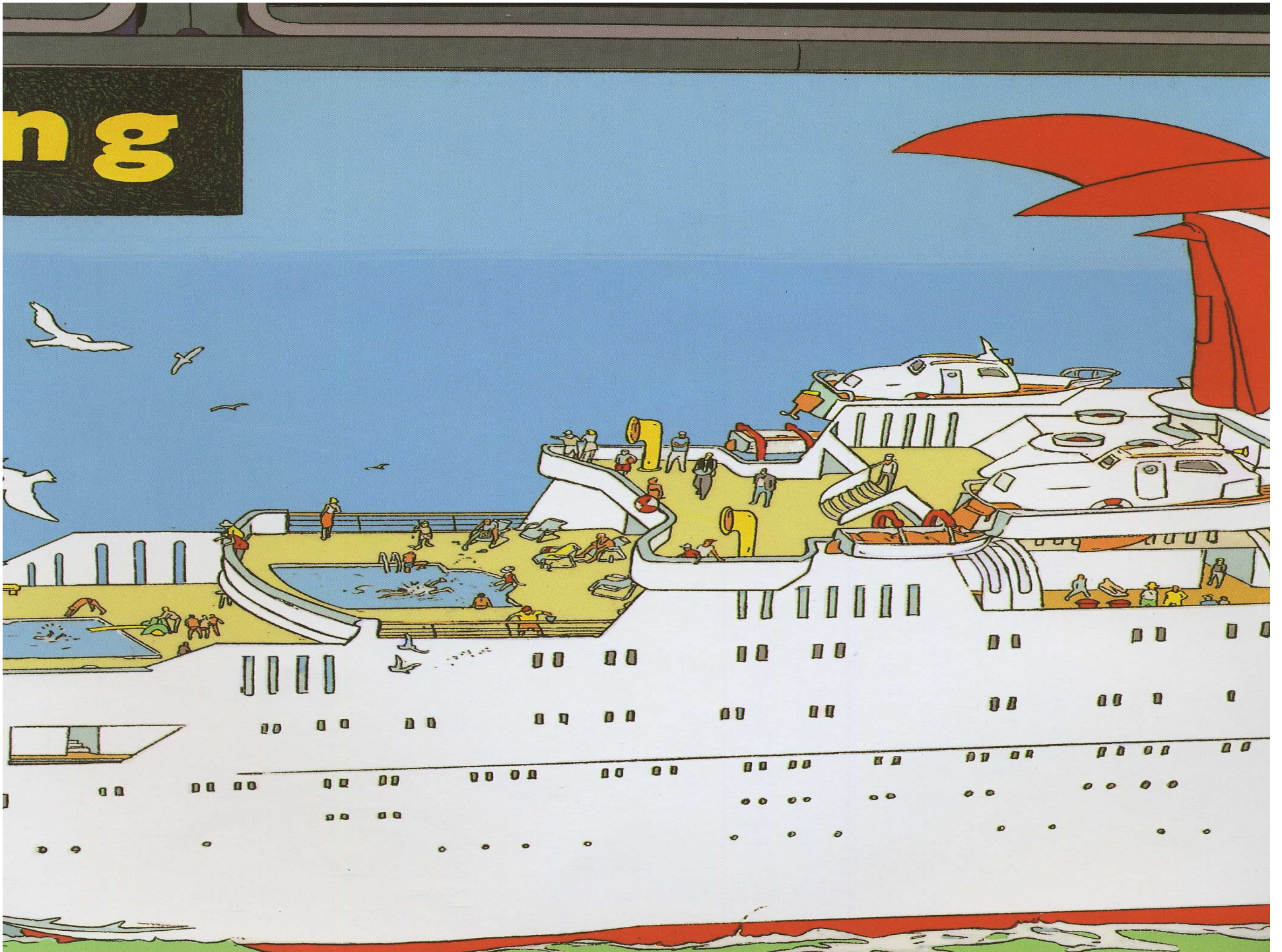








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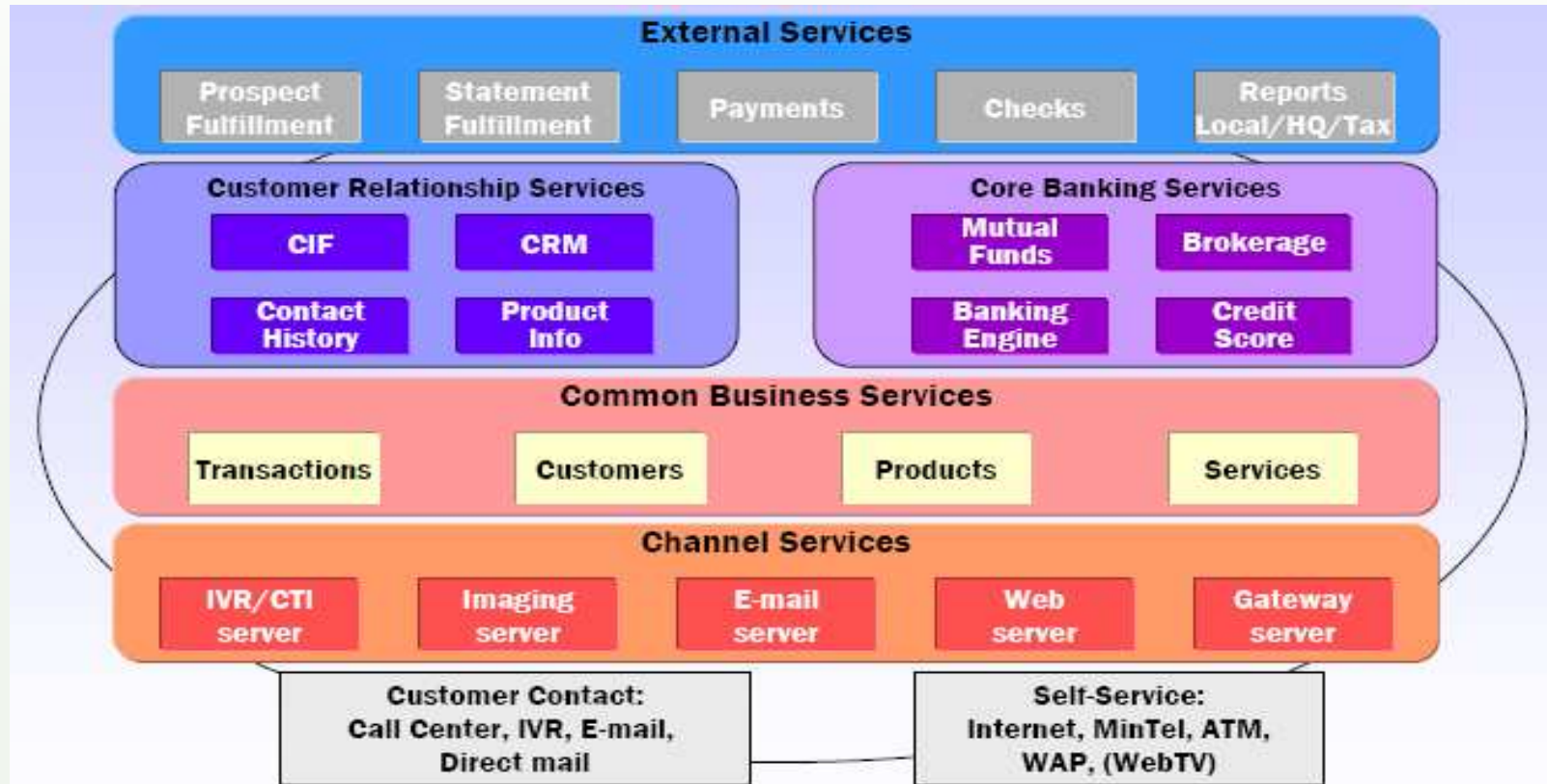
- Project 1
- Project 2
- Project 3
- Project 4
- Project 5



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Tell a story....

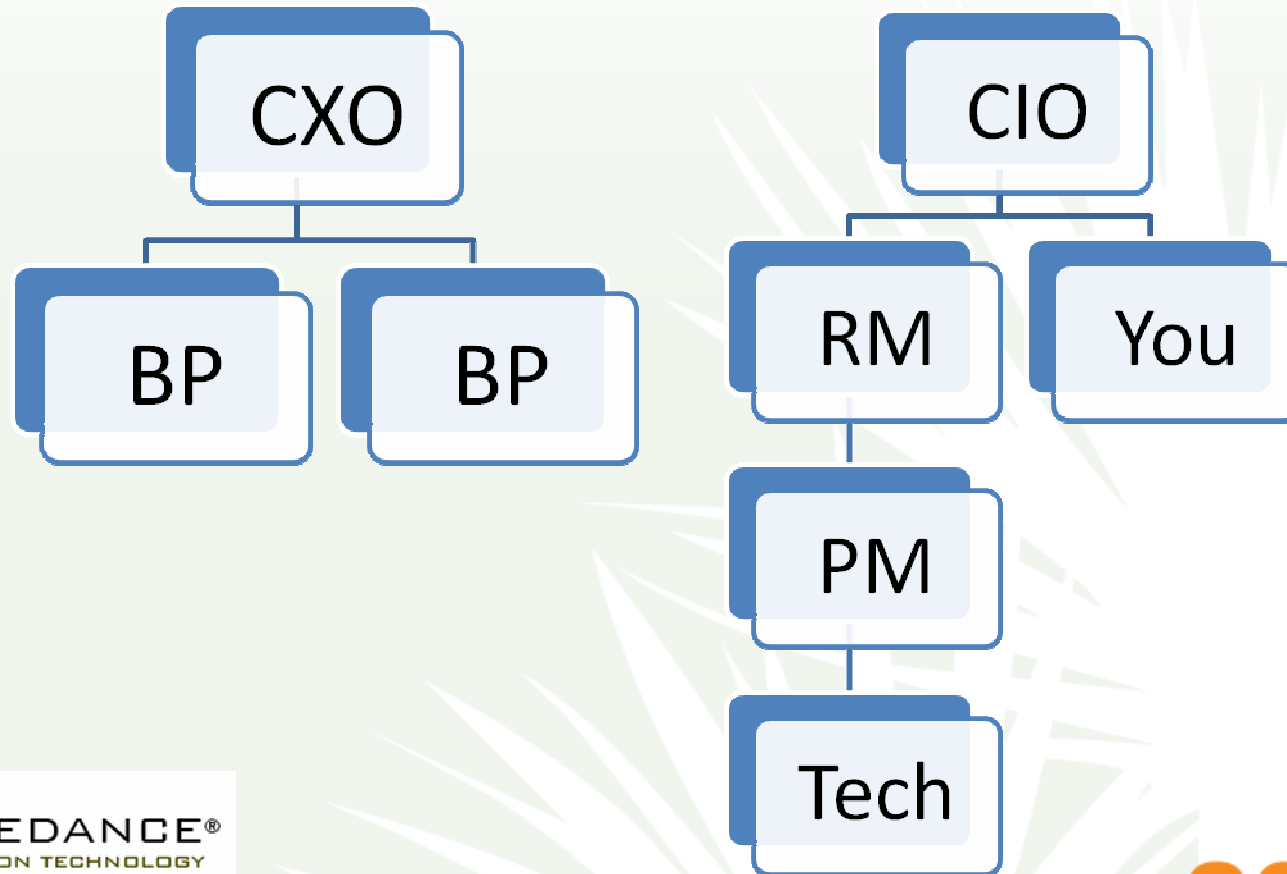


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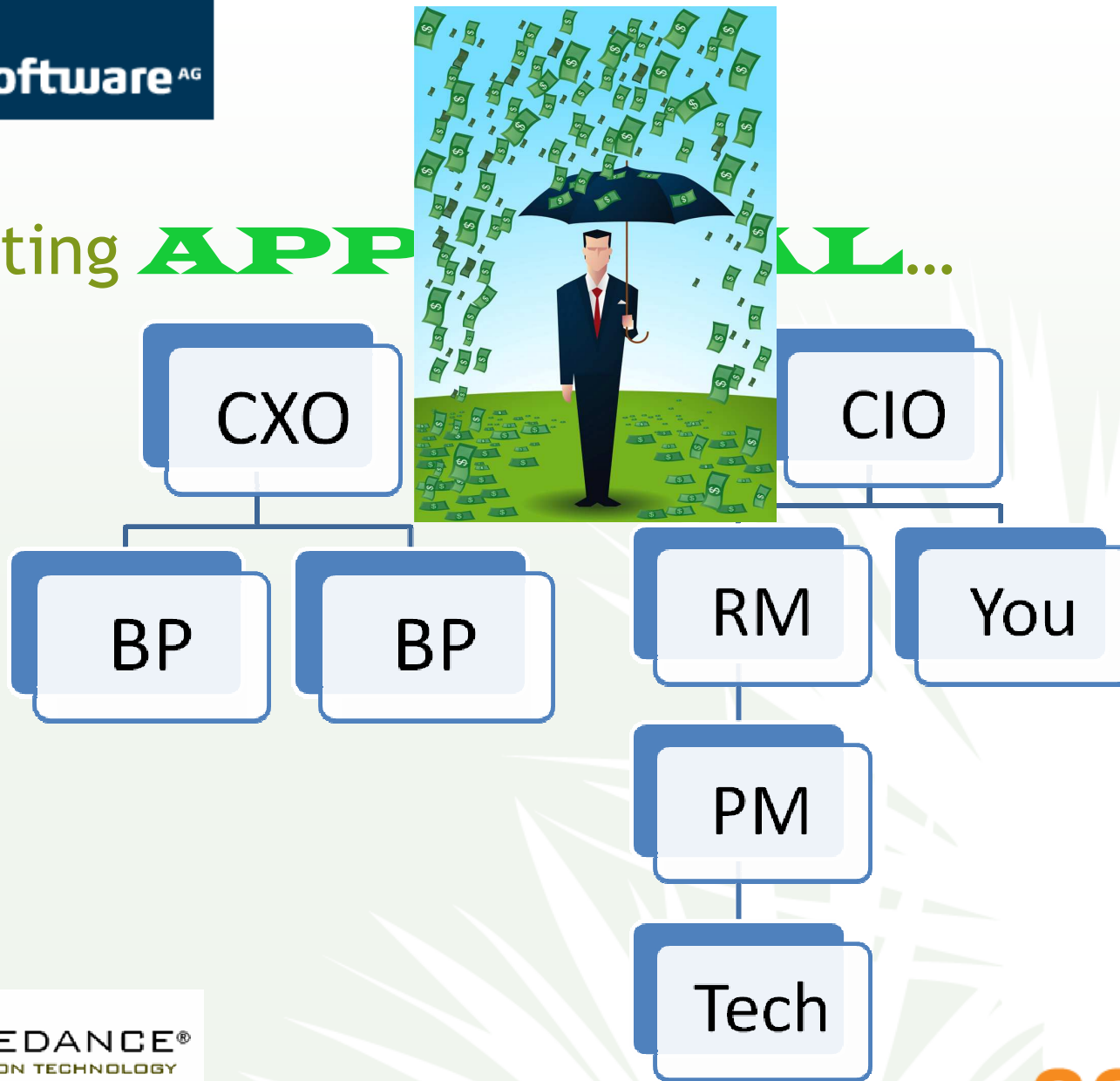
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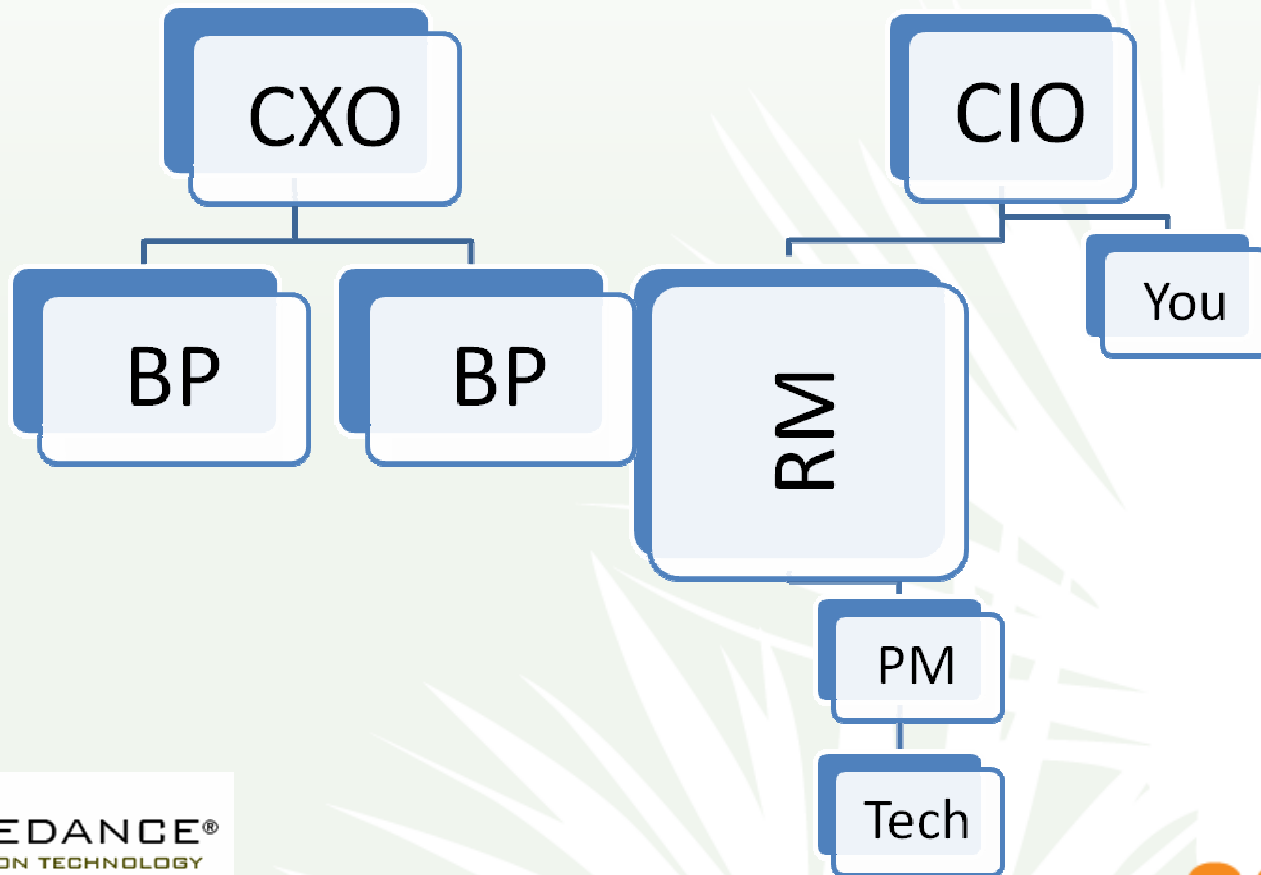
# Getting **APPROVAL**...



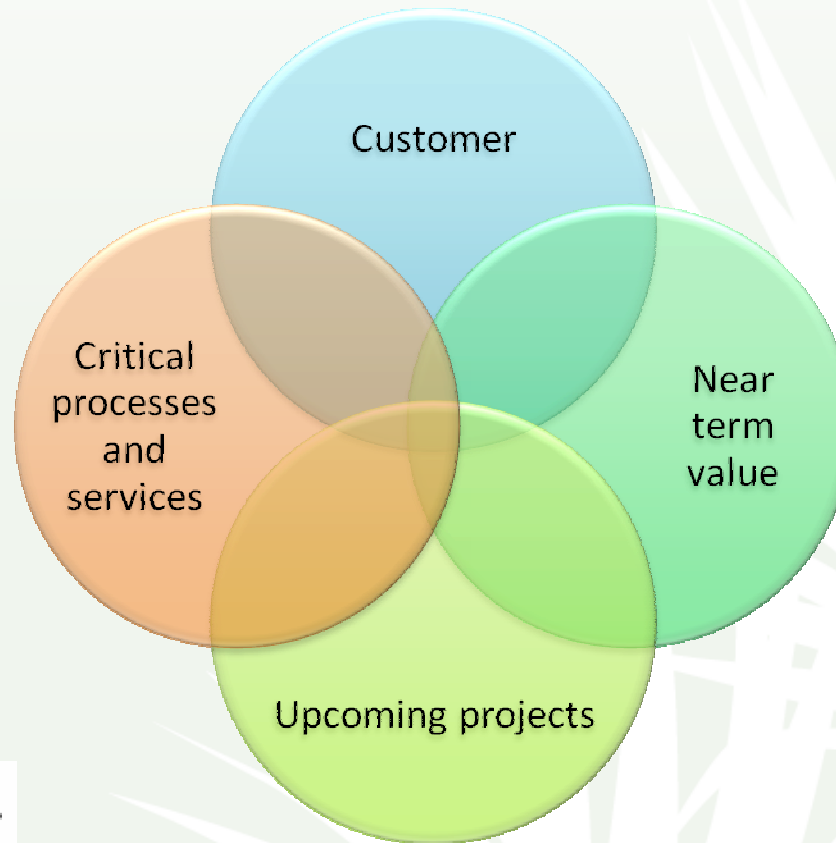
# Getting APP... **APP**... **APP**...



# Getting **APPROVAL**...



## Start at the intersection...



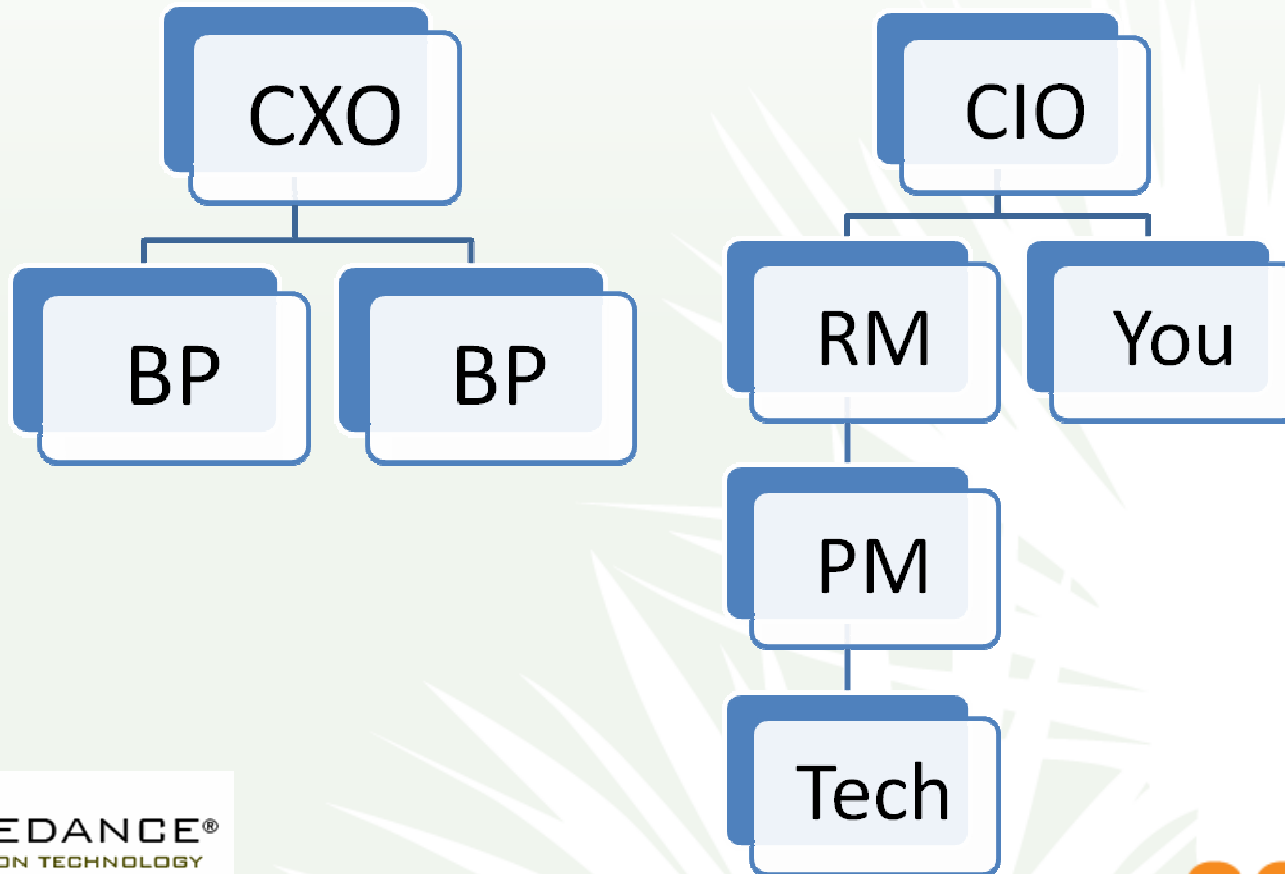
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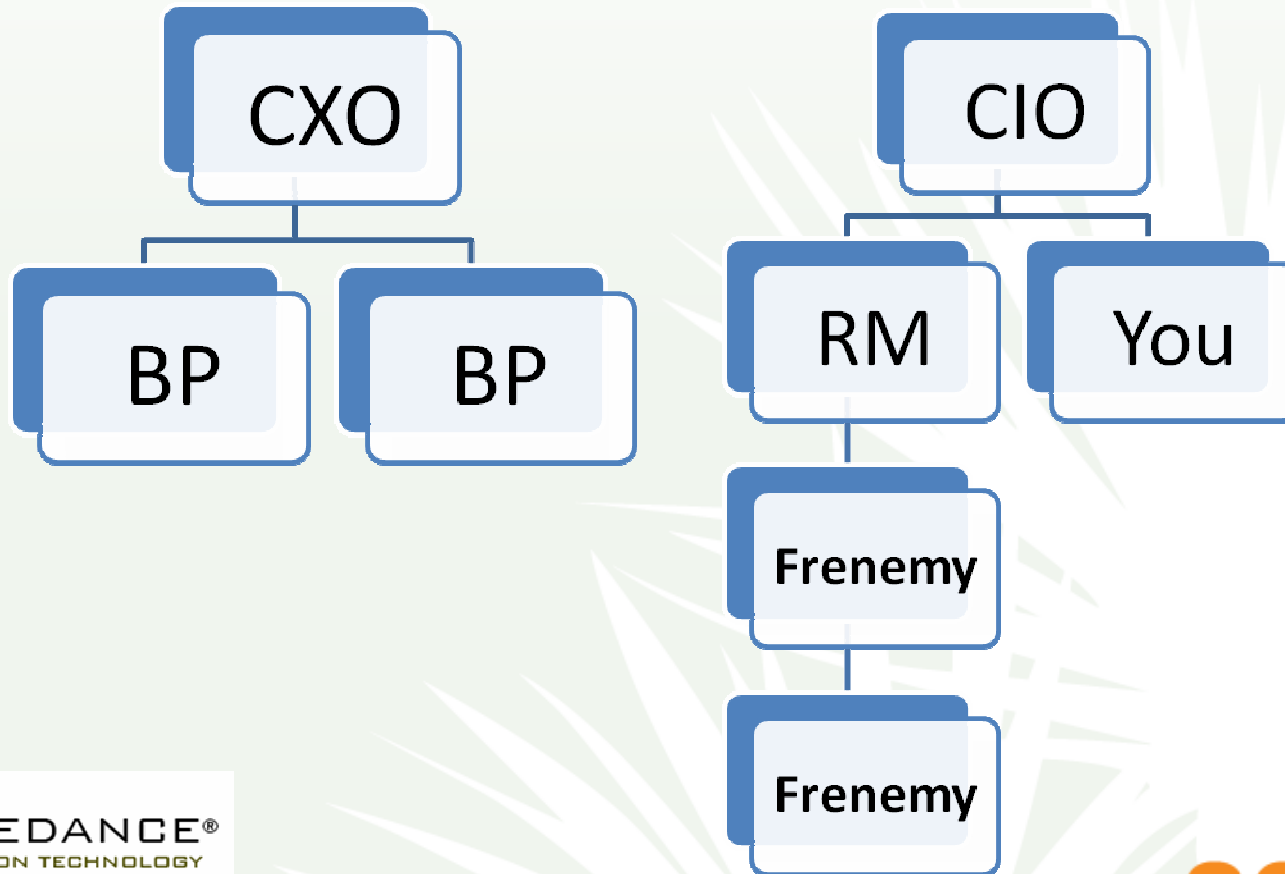
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# Getting **ADOPTION**...



# Getting **ADOPTION**...



# Getting **ADOPTION**...

Help people make  
the choices they  
know are good for  
them

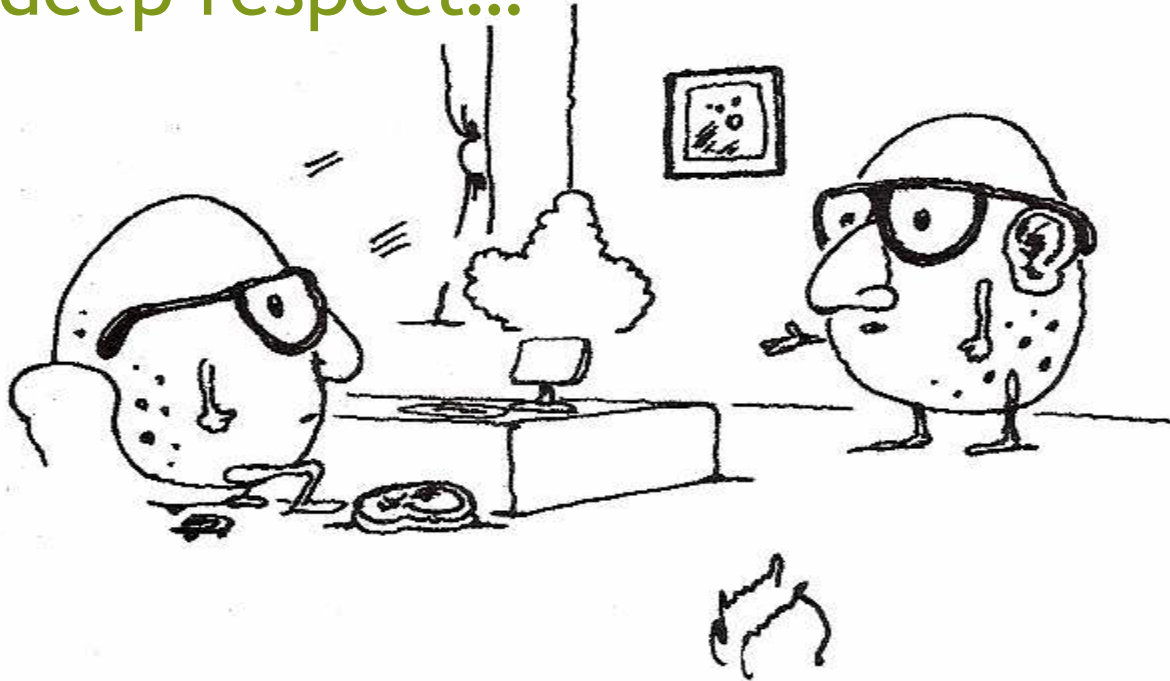


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Change starts with you: Treat everyone with deep respect...



*"The men don't feel that you're receptive to their needs, sir."*

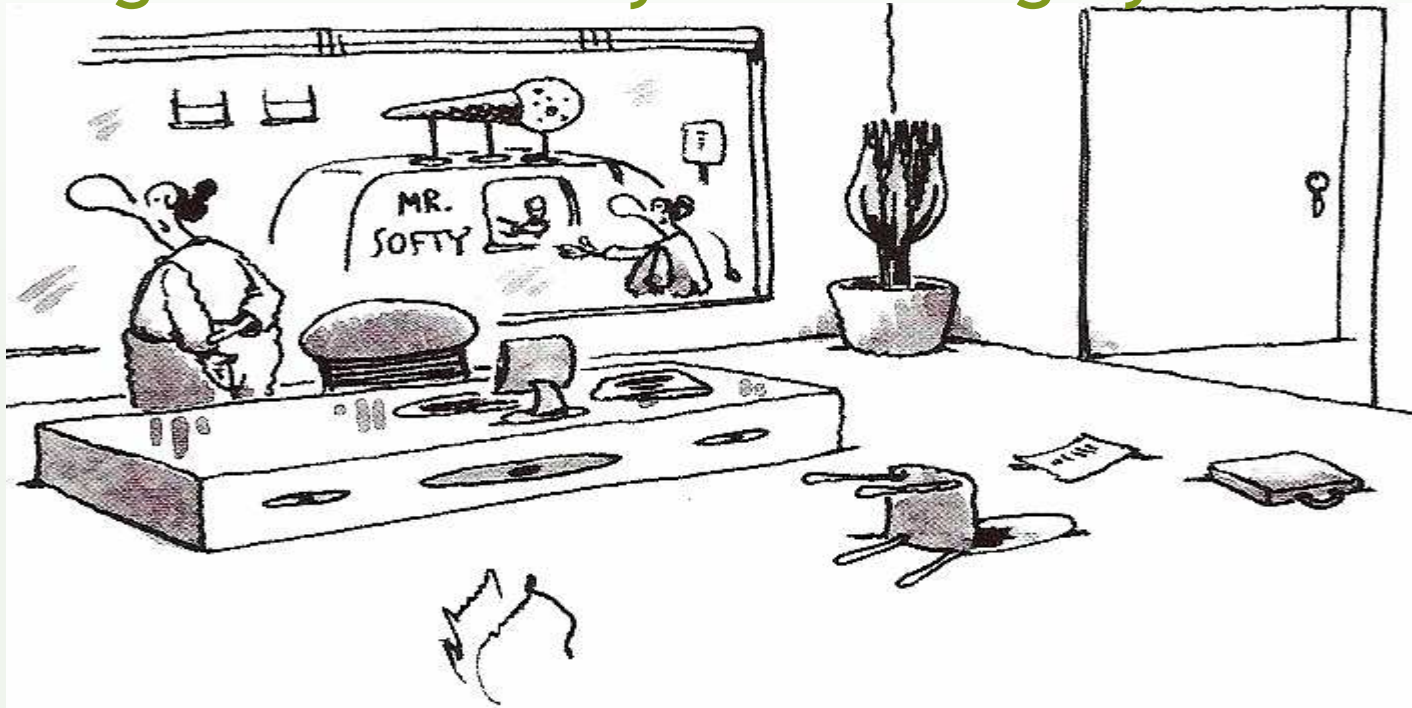


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## Change starts with you: Manage your time...



*"What I'm looking for, Mr. Tepperson, is a man with a clear sense of priorities."*



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## Leadership principles...

- Fill the strategic void by telling a story about the customer
- Deliver value every step along the way
- Make it easy for people do the right thing
- Treat everyone with deep respect
- Shift to higher value activities by managing your time



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