

# How to use your strengths to become a great leader

Marina Paych · ADCI Solutions

# About me

## NAME

Marina Paych

## COMPANY

ADCI Solutions

## OCCUPATION

Organizational  
Development

## PASSION

Ocean & Processes  
Building

## PLACE

Omsk, Russia  
somewhere in Siberia





**Failure**



**Success**

# Components of becoming a great leader

- 1 Self-assessment  
and development
- 2 Increasing the efficiency  
of interaction with others

# Agenda

- 1 Golden Circle
- 2 PAEI leadership styles
- 3 Self-assessment
- 4 Communication

**Let's get to  
know each  
other**



The background features three abstract shapes: a large, irregular pink shape on the left, a large light orange circle on the right, and a smaller light pink circle at the bottom center. The text 'Golden Circle' is centered horizontally across the middle of the image.

# Golden Circle

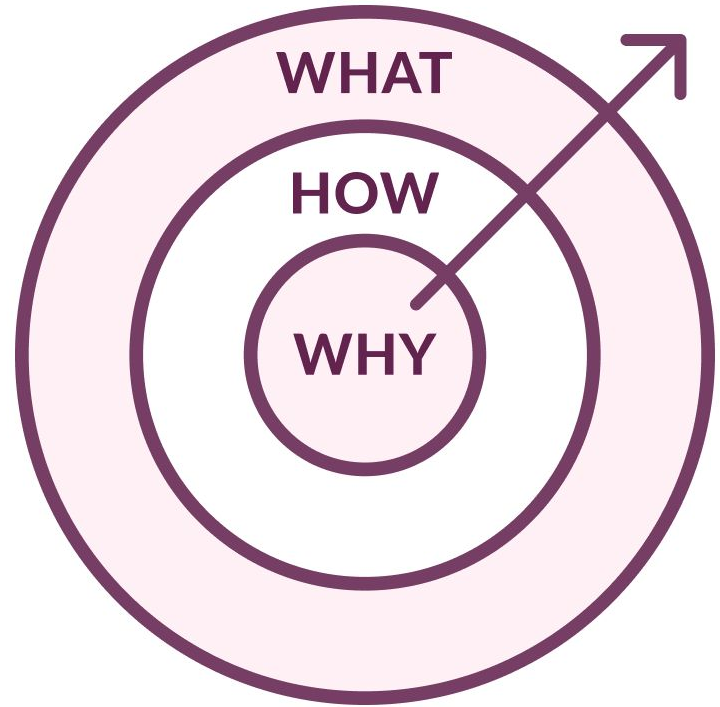




**Why How What**

# Principles of Golden Circle

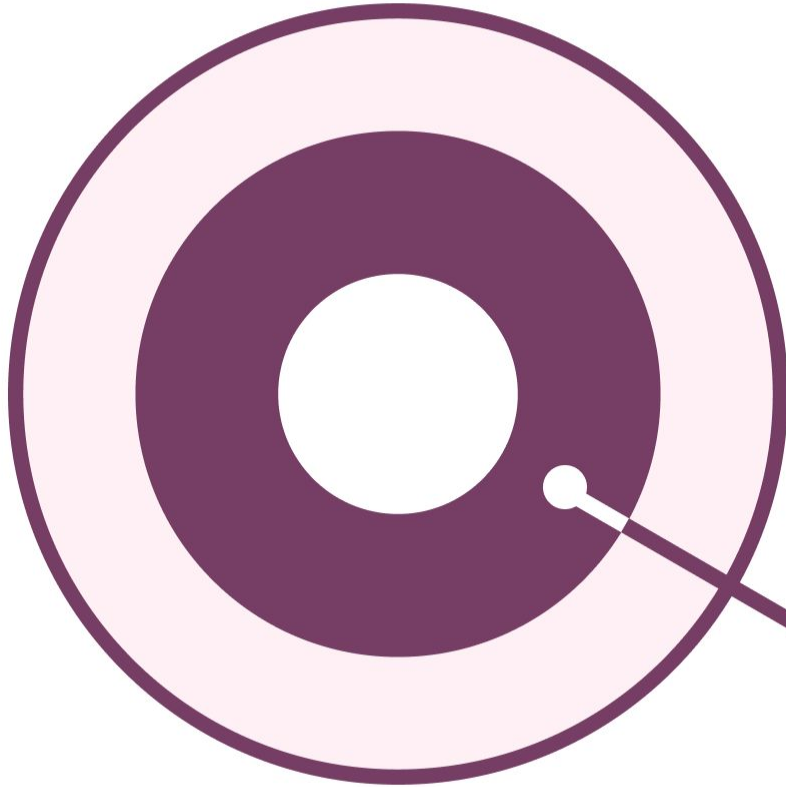
- 1 Balance
- 2 Order





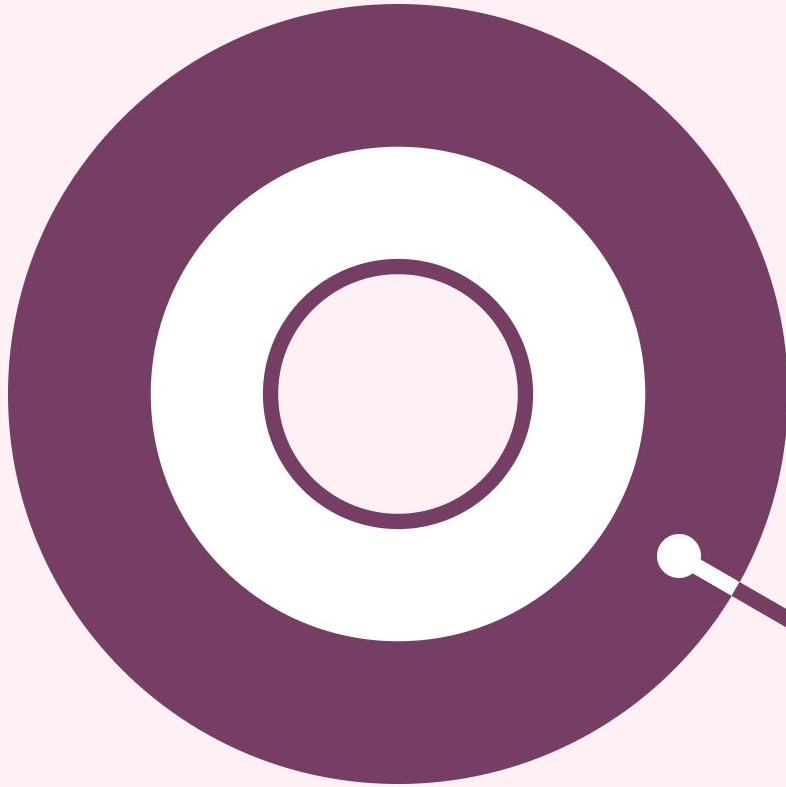
Clarity of

**Why**



Discipline of

**How**



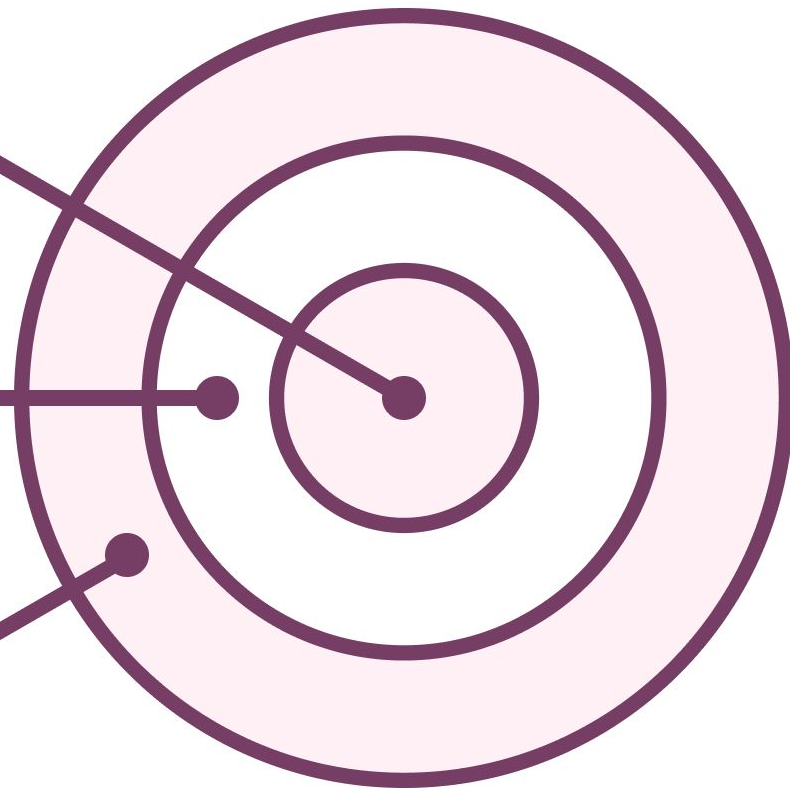
Consistency of

**What**

Clarity of **WHY**

Discipline of **HOW**

Consistency of **WHAT**





**People don't buy what  
you do they buy why  
you do it**

Simon Sinek



Do you  
know your  
**WHY?**





- 1 What would you do if you had an unlimited amount of money?
- 2 What would you do even if you are not paid for it?



# *My story*

The background features several overlapping organic shapes in shades of pink and light orange. A large, irregular pink shape is on the left, a large light orange circle is on the top right, and a smaller light orange circle is at the bottom center.

# The role of a leader



# The role of a leader



**If all of people think  
alike, none of them is  
thinking too hard**

Ichak Adizes

# PAEI Leadership Styles

by Dr. Ichak Adizes

**P**

producer



**A**

administrator



**E**

entrepreneur



**I**

integrator







# Producer

The first and foremost role of an organization is to produce results

# Producer

## PROS

- Hard-working
- Responsible
- Ambitious

## CONS

- Lacks the big picture
- Can't delegate
- Don't know how to manage a team



# Administrator

The Administering role is getting things structured and generally under control

# Administrator

## PROS

- Strong analytical skills
- Meticulous
- Steady and structured approach

## CONS

- Procedures over efficiency
- Slow decision making process
- Bound a team with too many rules



# Entrepreneur

The Entrepreneur role drives the organization to successfully adapt to change

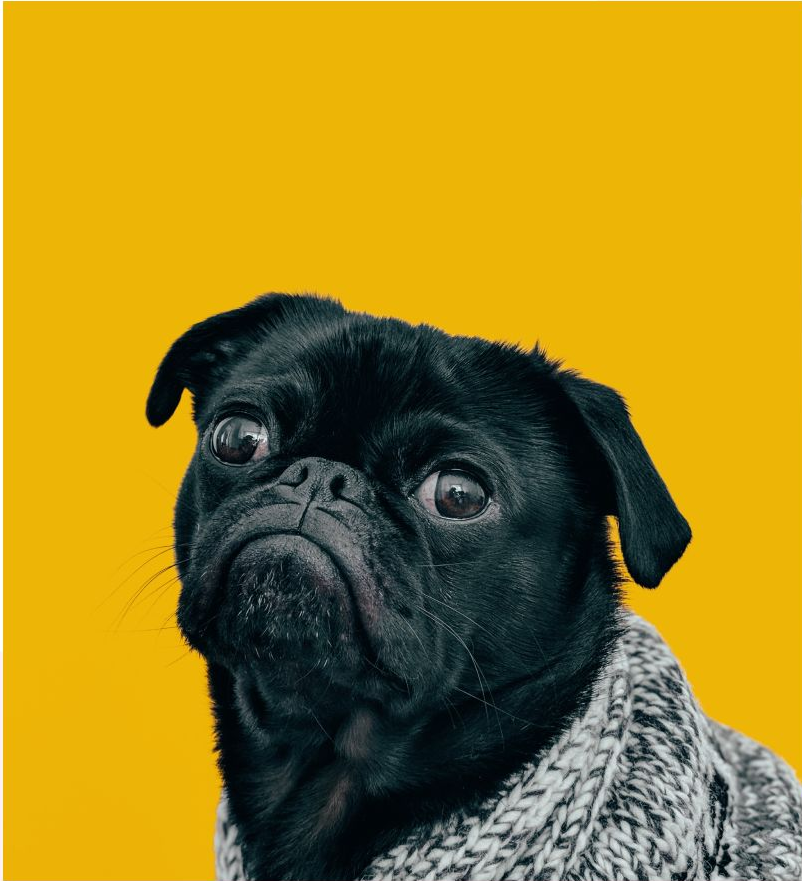
# Entrepreneur

## PROS

- Full of ideas
- Has strategic insights
- Innovative

## CONS

- Don't filter ideas
- Issues listening to others
- Implementation issues



# Integrator

The Integrating role creates a bonded team that makes the organization efficient over the long term

# Integrator

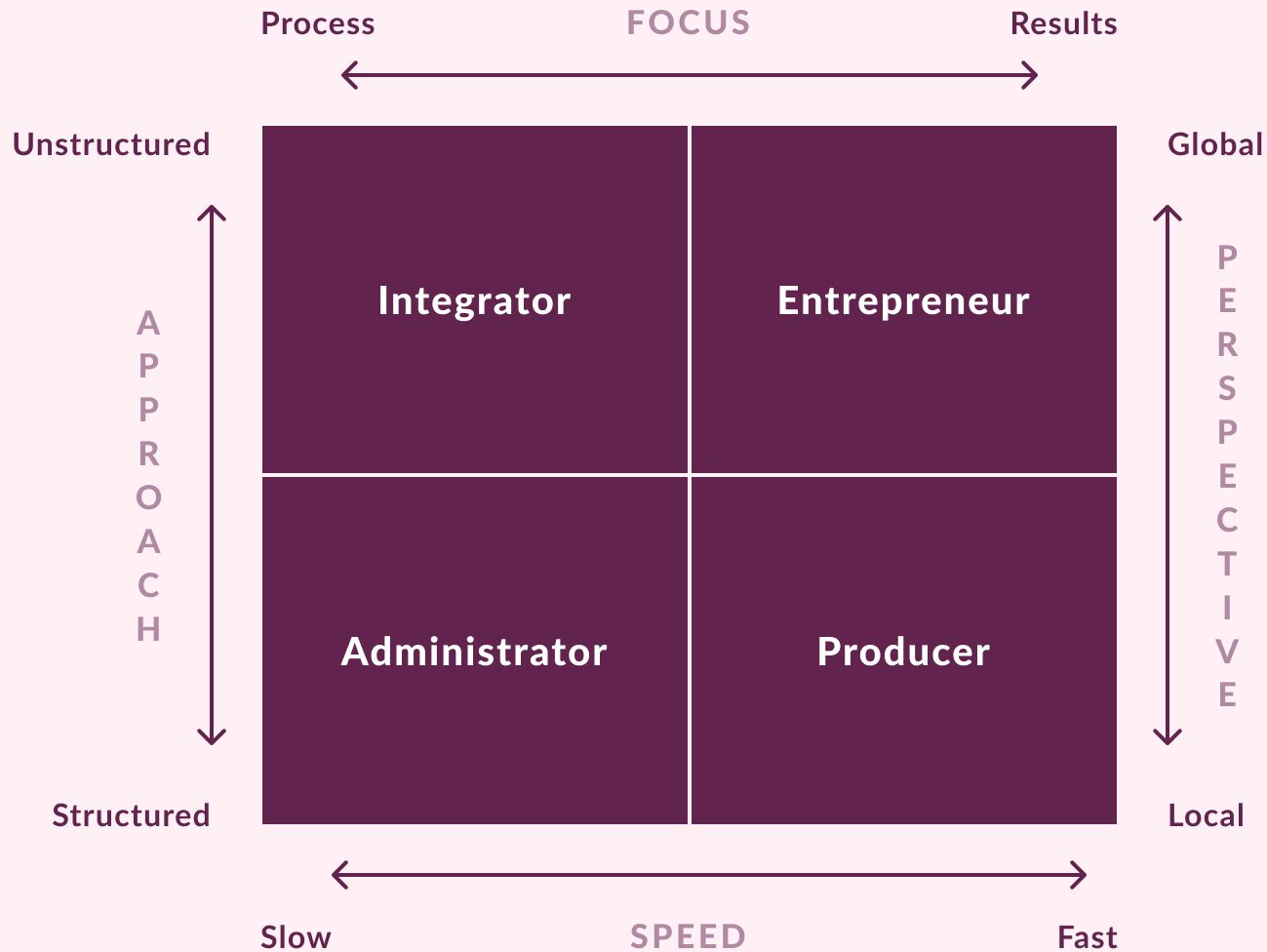
## PROS

- Strong empathy
- Efficient communication
- Creates the atmosphere of trust and respect



## CONS

- Relationships over efficiency
- Slow decision making process
- Can't take a stand





# General recommendations

- Producer
  - Administrator
  - Entrepreneur
- 
- Develop empathy
- Integrator
- 
- Balance empathy



# Self- assessment

- can you develop other styles?**
- can you delegate the parts of the work you are not good at yet?**
- does anyone in your team have the styles that can balance yours?**

# How to communicate with representatives of other styles



| WORD | MEANING |       |       |       |
|------|---------|-------|-------|-------|
|      | P       | A     | E     | I     |
| Yes  | Yes     | Yes   | Maybe | Maybe |
| No   | No      | Maybe | No    | Maybe |

| DIMENSION       | P            | A          | E             | I             |
|-----------------|--------------|------------|---------------|---------------|
| Time Focus      | Immediate    | Past       | Future        | Present       |
| Task Focus      | Result       | Process    | Result        | Process       |
| Coordination Of | Goals        | Systems    | Ideas         | People        |
| Scope           | Individual   | Systemic   | Global        | Local         |
| Thinking        | Concrete     | Abstract   | Possibilities | Relationships |
| Restraint       | Unrestrained | Restrained | Unrestrained  | Restrained    |
| Regulation      | Controlled   | Controlled | Free          | Free          |
| Reasonin        | Literal      | Literal    | Metaphorical  | Metaphorical  |
| Reference       | Specific     | Specific   | Approximate   | Approximate   |
| Concerns        | External     | Internal   | External      | Internal      |
| Positioning     | Central      | Peripheral | Central       | Peripheral    |

# How to build an efficient communication

- 1 Know yourself
- 2 Know your people
- 3 Plan talks, team buildings, and education for your team



# Useful resources:

[PAEI leadership styles detailed description](#)

[Leadership Styles Test](#)

[Adizes Institute Worldwide](#)

[Leading the Leaders book](#)



# Marina Paych

[medium.com/@marina.paych](https://medium.com/@marina.paych)

[twitter.com/red\\_cat](https://twitter.com/red_cat)

[facebook.com/marina.paych](https://facebook.com/marina.paych)

[linkedin.com/in/paych](https://linkedin.com/in/paych)



[pr@adcillc.com](mailto:pr@adcillc.com)

+7 (905) 943 59 06