

# HERDING TIGERS



HELLO,

MY BRILLIANT FRIENDS!

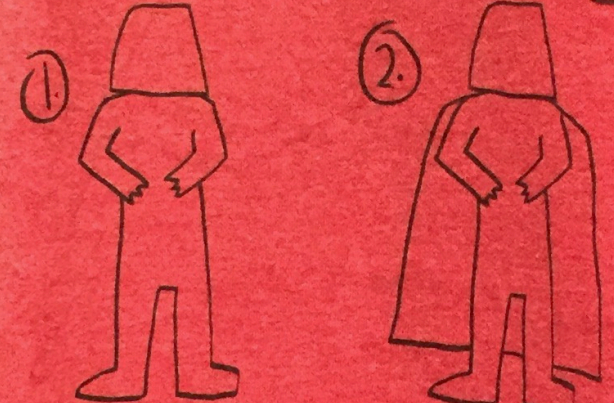
(I'M TODD HENRY)

HERDING  
TIGERS

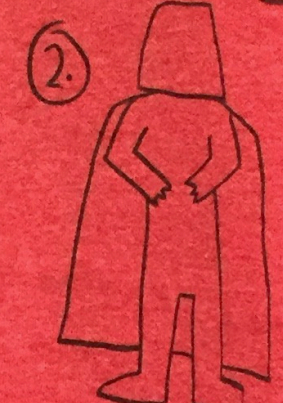


STAR WARS

# HOW TO DRAW DARTH VADER



1. START WITH A HEAD AND BODY.



2. ADD A CAPE.



3. DRAW THE FACE, GLOVES AND BOOTS



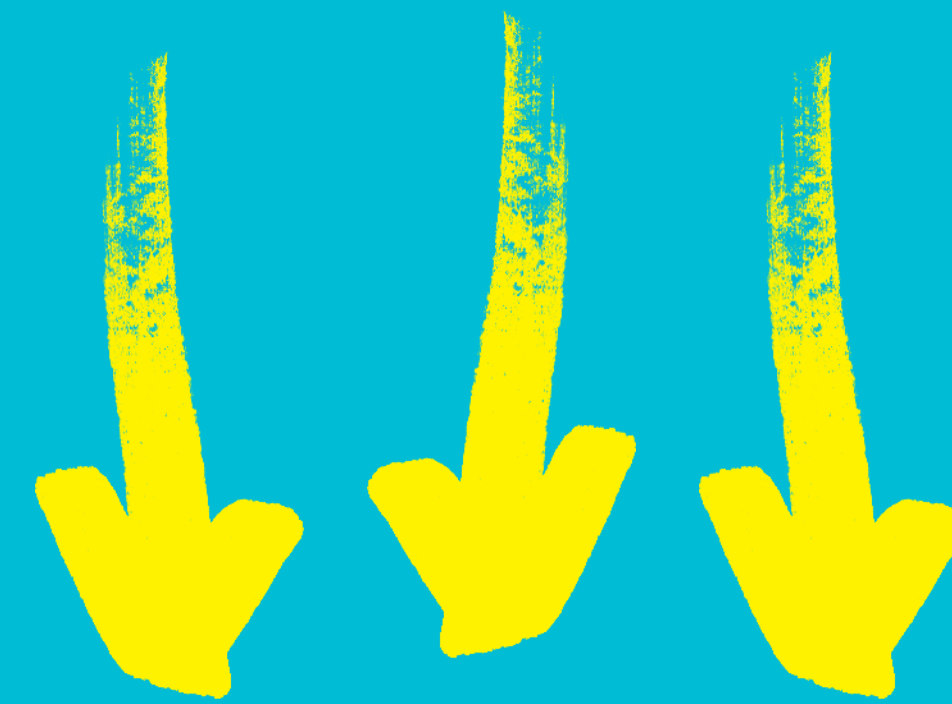
4. ADD DETAILS AND SOME SHADING. FINISHED!

HERDING TIGERS

# CREATIVITY+ INNOVATION



**PRESSURE  
DOWN**



**"THE MIDDLE"**



**PRESSURE  
UP**



EVERYONE WANTS TO BE  
THE LEADER, BUT FAR  
FEWER ARE WILLING TO  
ACTUALLY LEAD.

**A GOOD LEADER OF CREATIVE PEOPLE...**

**ACCOMPLISHES THE WORK  
WHILE DEVELOPING THE TEAM  
TO TACKLE NEW AND MORE  
CHALLENGING WORK.**

*HERDING  
TIGERS*

PROLIFIC

+ BRILLIANT

+ HEALTHY



PROLIFIC

+ BRILLIANT

- HEALTHY

---

= FRIED

HEALTHY +

BRILLIANT

- PROLIFIC

---

= UNRELIABLE

**PROLIFIC**

**+ HEALTHY**

**- BRILLIANT**

---

**= FIRED**

PROLIFIC

+ BRILLIANT

+ HEALTHY

**STABILITY**

**CLARITY + PROTECTION**

# CHALLENGE

**PERMISSION + FAITH**

CHALLENGE

ANGRY

THRIVING

STABILITY

LOST

STUCK

HERDING  
TIGERS



**EARN THE RIGHT**

**NEVER ASSUME THEY'RE WITH YOU**

*HERDING  
TIGERS*



WHY SHOULD PEOPLE  
FOLLOW YOU? \*

\* Not a trick question

HERDING  
TIGERS

THINK ABOUT A  
LEADER...

TRUST

**TRUST** IS THE  
CURRENCY OF  
CREATIVE TEAMS



**BANK ACCOUNT**

**VS.**



**WATER BALLOON**

DECLARING UNDECLARABLES  
BEING A SUPERHERO

YOUR GREATEST  
POTENTIAL TO CAUSE  
DAMAGE AS A LEADER IS  
DIRECTLY TIED TO YOUR  
BIGGEST INSECURITY.

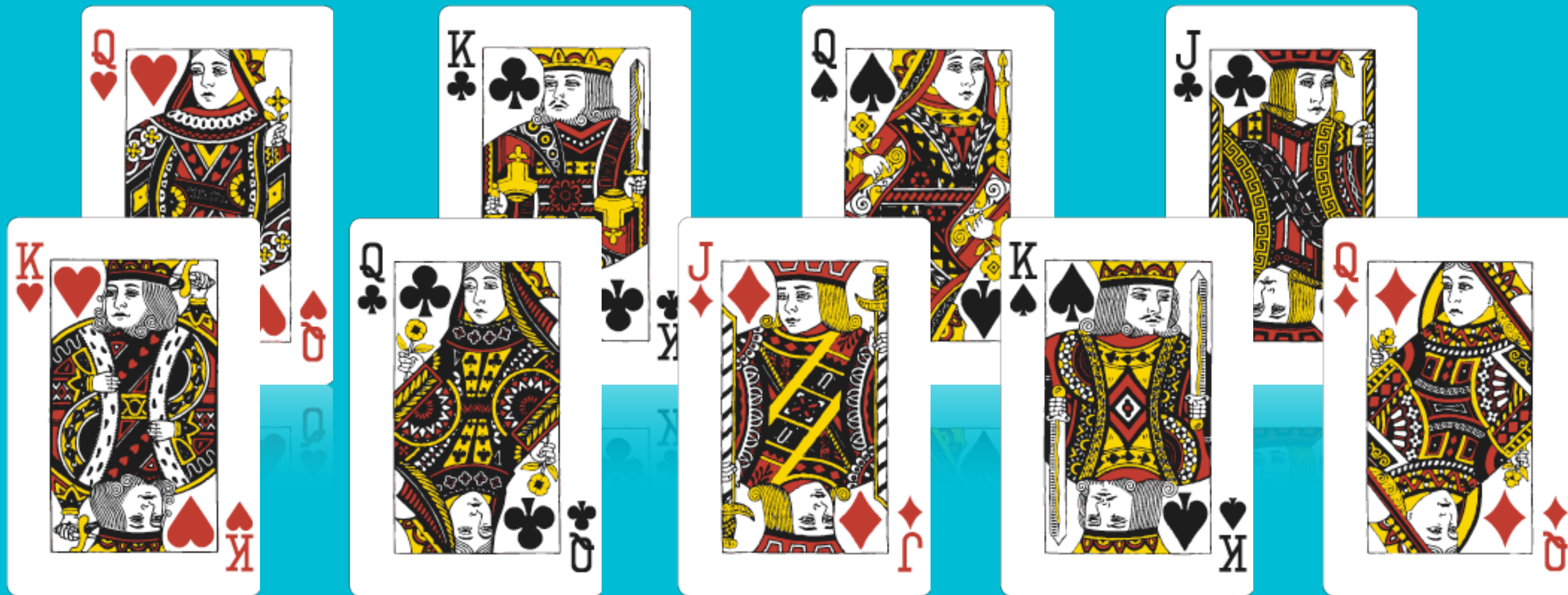
# LOOSEN YOUR GRIP

**A MESSAGE FOR CONTROL FREAKS  
(LIKE ME)**









**INFLUENCE**  
**(PRINCIPLE)**

**VS.**

**CONTROL**  
**(PRESENCE)**

**ESTABLISH  
YOUR P.O.V.**

**LEADERSHIP PHILOSOPHY**

“**SIMPLE**, CLEAR PURPOSE AND PRINCIPLES GIVE RISE TO COMPLEX AND INTELLIGENT BEHAVIOR. **COMPLEX** RULES AND REGULATIONS GIVE RISE TO SIMPLE AND STUPID BEHAVIOR.”

– DEE HOCK

**WHAT'S YOUR PHILOSOPHY?**

**QUALITY OF WORK**

**RISK & FAILURE**

**THE RIGHT IDEA**

**CREDIT**

**CONFLICT**

**OPPORTUNITY**



**PRUNE & FERTILIZE**

**CULTURES ARE GROWN, NOT BUILT**

*HERDING  
TIGERS*



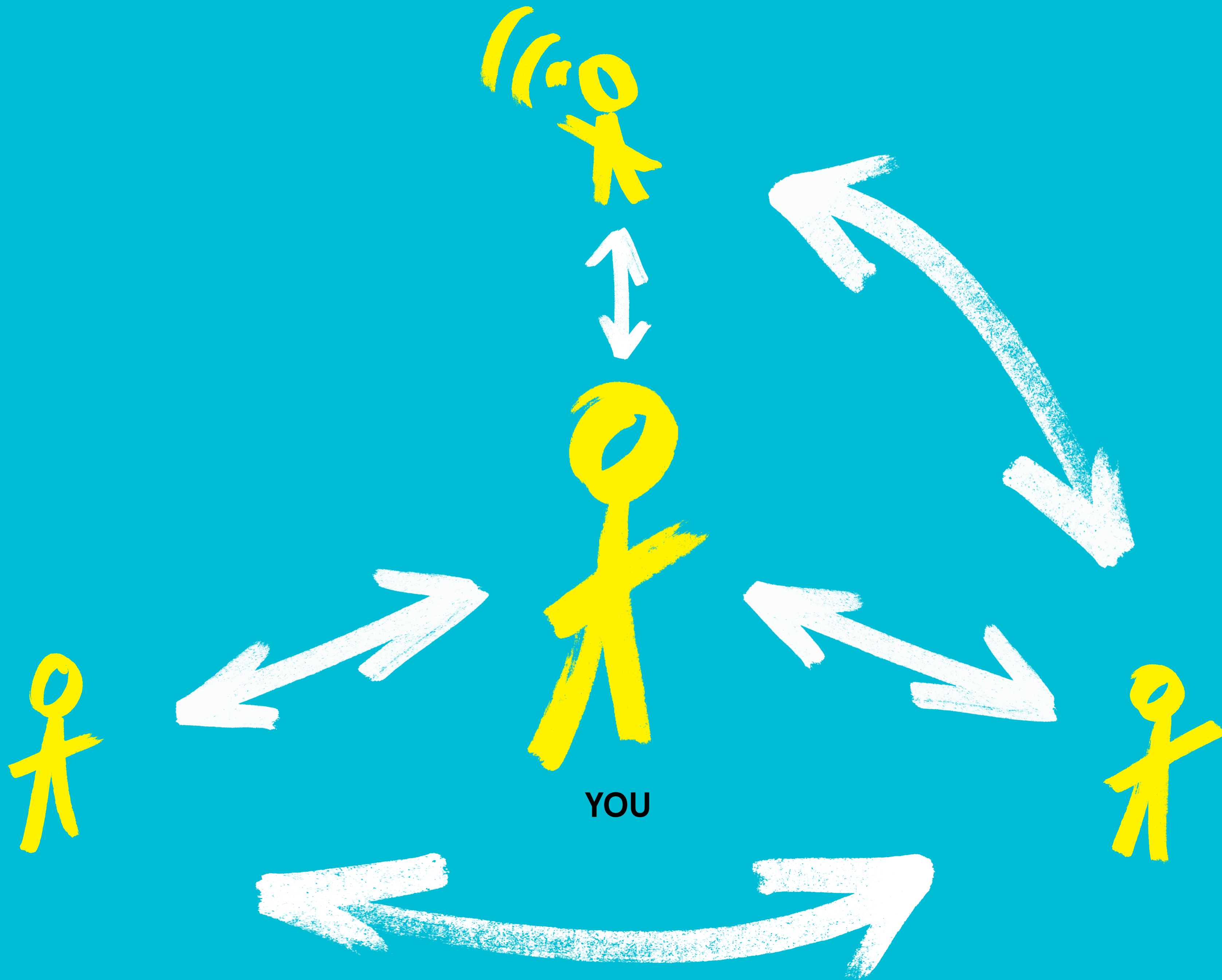
GHOST

RULES

**STAND** IN THE  
PLACE WHERE  
YOU ARE

(NOW FACE NORTH)





HERDING  
TIGERS

**GHOST RULES:**  
QUALITY OF WORK  
RISK & FAILURE  
THE RIGHT IDEA  
CREDIT  
CONFLICT  
OPPORTUNITY



# NORMALIZATION OF DEVIANCE

REWARD TO SCALE

**CELEBRATE**

**GREAT!**

LEAD SMALL



COACH THE WHY

**FIGHT WELL**

*HERDING  
TIGERS*

**FIGHT WELL:**

**AGREE ON COMMON GROUND**

**IDEAS, NOT PERSONALITY**

**FIND THE MERITS**

THEIR EXPERIENCE OF  
YOU IS THEIR EXPERIENCE  
OF THE ORGANIZATION

**BE WORTH FOLLOWING**

**AS GOES THE LEADER...**

*HERDING  
TIGERS*

THE LEADER IS THE CHIEF  
DOT-CONNECTOR

IF YOU ARE NOT INSPIRED,  
YOU CANNOT INSPIRE

**DOT CONNECTION**

**FILL YOUR WELL**

**EMOTIONAL WELL-BEING**

**“SECRET WORK”**

**INTUITION**

**BE UNREACHABLE (SOMETIMES)**



## WEST COAST SUCCESS FOR HENDRIX EXPERIENCE

# JIMI JOINS MONKEES FOR GIANT U.S. TOUR



HENDRIX: Monterey hit

**T**HE Jimi Hendrix Experience are meeting with phenomenal success in America. They have now been fixed to join a nationwide tour with the Monkees tomorrow (Friday).

The tour travels around the States and will not finish until August 20. The

Hendrix group are expected back in Britain on August 23.

Manager Chas Chandler reports that since the group's astounding successes at the Monterey Pop Festival and the Fillmore Ballroom, San Francisco they have steadily built up enormous interest and demand on the West Coast.

### SPENCER IN STATES

**S**PENCER DAVIS made a combined business and

holiday visit to New York last week, prior to his group's American tour which starts on July 28.

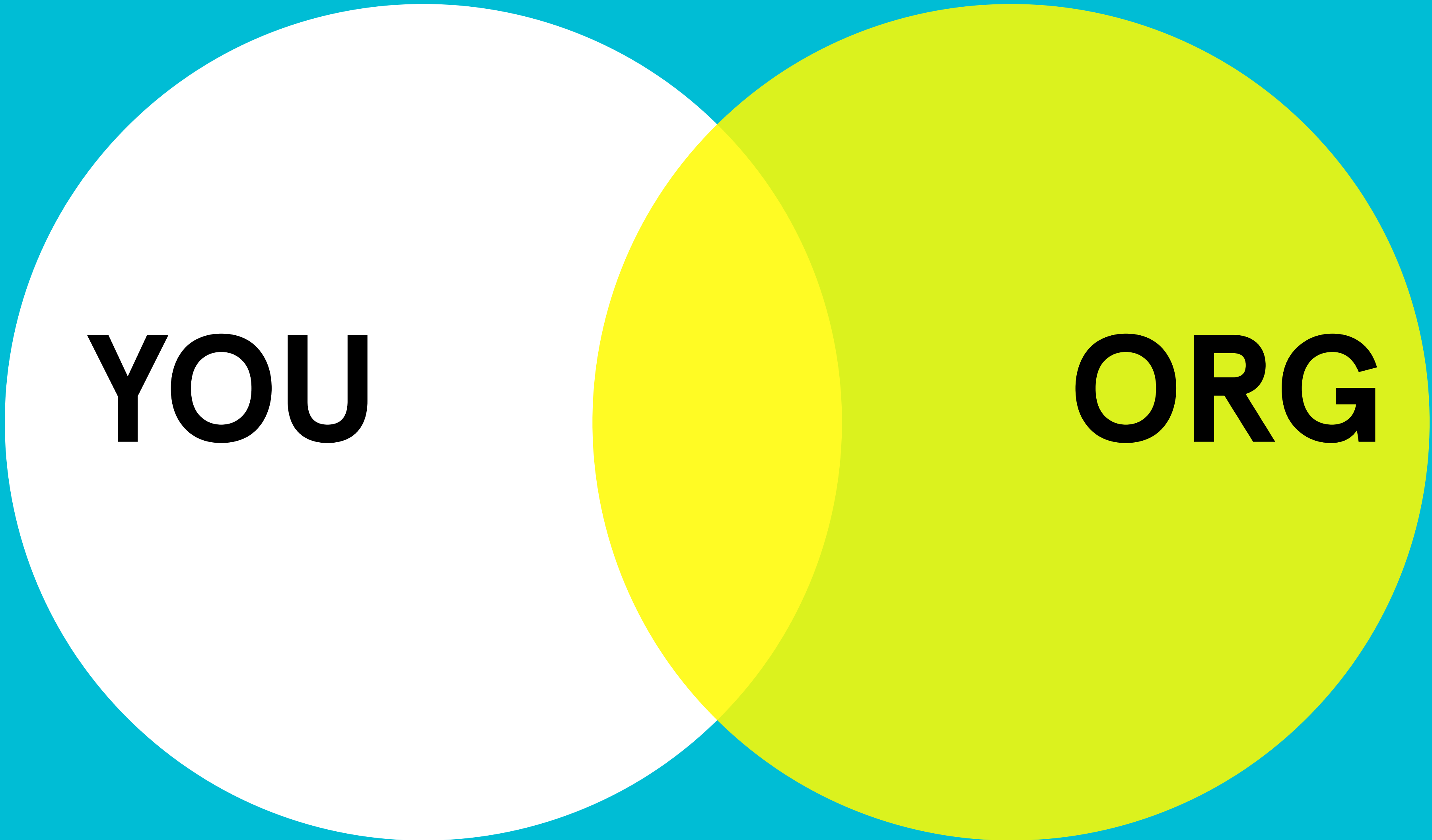
Davis and his manager John Martin, met United Artists Records chiefs regarding forthcoming record plans.

### COMEBACK FOR JET

**J**ET HARRIS, who won the MM's pop poll as best instrumentalist before giving up show business after the failure of his health, is making



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TIGERS



**YOU**

**ORG**

“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot take time to be **TRUE TO THEMSELVES**. And when the madness is upon them, they argue that their very haste is a species of integrity.”

THOMAS MERTON

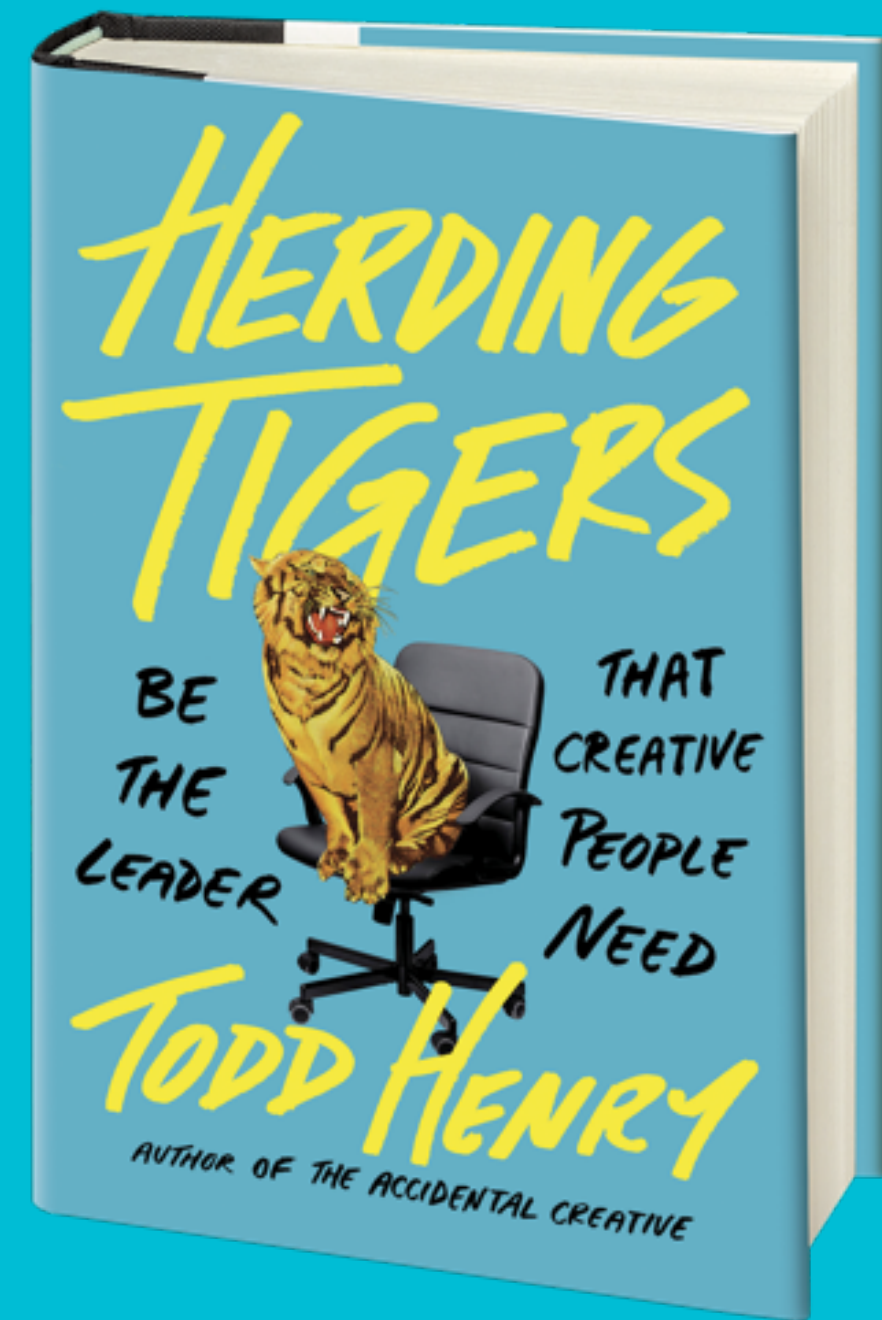
THOMAS MERTON

HOW WILL YOU DEFINE  
SUCCESS?

OUR LEGACY IS NOT THE WORK,  
IT'S THE **PEOPLE**

HERDING  
TIGERS

BE A LEADER  
WHO MAKES  
ECHOES



THANK YOU

[TODDHENRY.COM/WALDEN](https://toddhenry.com/walden)

HERDING  
TIGERS



# HERDING TIGERS

