

HERDING TIGERS



HELLO,
MY BRILLIANT FRIENDS!

(I'M TODD HENRY)

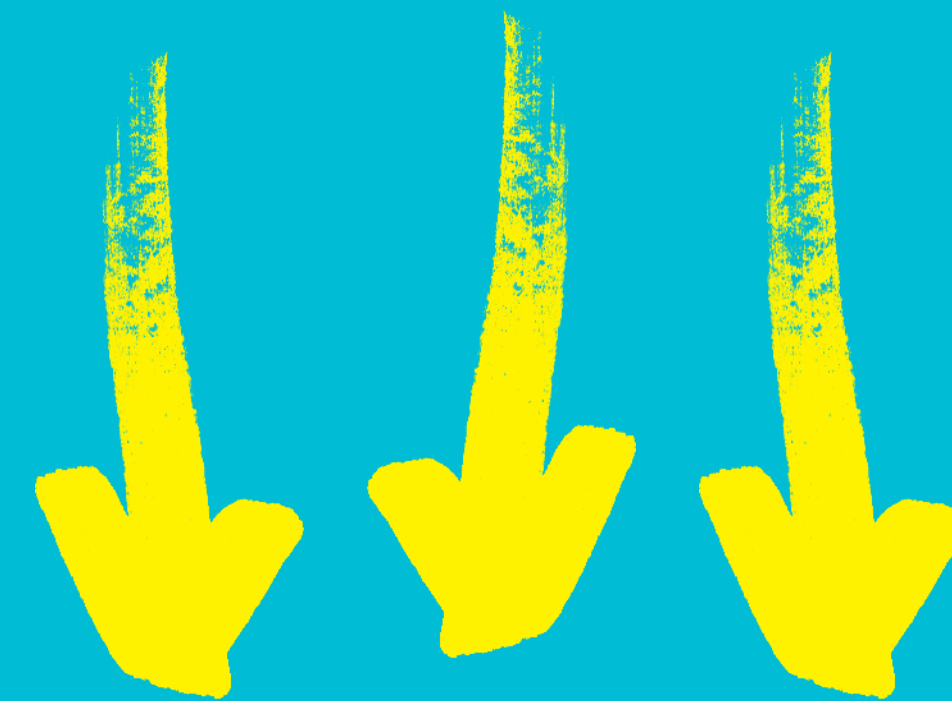
HERDING
TIGERS



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.**

PROLIFIC

+ BRILLIANT

+ HEALTHY

PROLIFIC
+ BRILLIANT
- HEALTHY

= FRIED

HEALTHY +

BRILLIANT

– PROLIFIC

= UNRELIABLE

PROLIFIC

+ HEALTHY

- BRILLIANT

= FIRED

PROLIFIC

+ BRILLIANT

+ HEALTHY

STABILITY

CLARITY + PROTECTION

HERDING
TIGERS

CHALLENGE

PERMISSION + FAITH



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)**





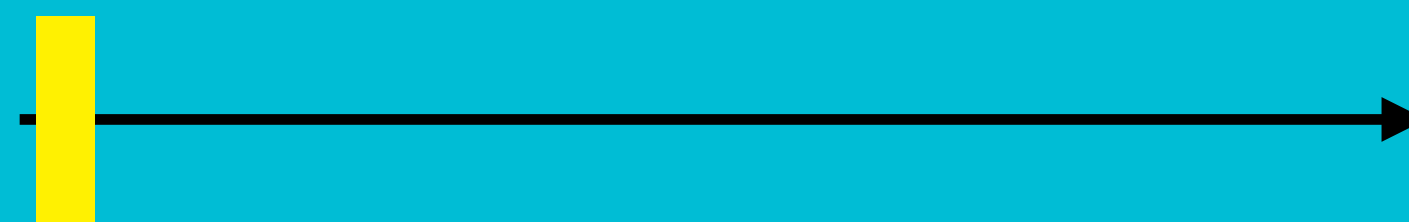




TEAM



BIG WIGS



CONTROL

HERDING
TIGERS

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

*HERDING
TIGERS*

WHAT'S YOUR PHILOSOPHY?

QUALITY OF WORK

RISK & FAILURE

THE RIGHT IDEA

CREDIT

CONFLICT

OPPORTUNITY



THEIR EXPERIENCE OF
YOU IS THEIR EXPERIENCE
OF THE ORGANIZATION

GHOST RULES

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



DEFEND THEIR SPACE

FREEDOM FIGHTING FOR FUN AND PROFIT

*HERDING
TIGERS*

FOCUS

ASSETS

TIME

ENERGY

UNNECESSARY
COMPLEXITY

$$1 + 1 = [(27/3) \div 3] - 1$$

EXPECTATION

ESCALATION



STAND IN
THE GAP



ATTENTION

+



TIME

ATTENTION

STOP RE-LITIGATING

STOP COPYING

**LIMIT THE PROJECT
HORIZON**

**NECESSARY MEETINGS,
NECESSARY PEOPLE**



TIME

BUILD BUFFERS

ESTABLISH A “NO
FLY ZONE”

HAVE A “BREAK THE
GLASS” STRATEGY



TAKE CARE OF #1

AS GOES THE LEADER...

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

THE 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

SPENCER 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.

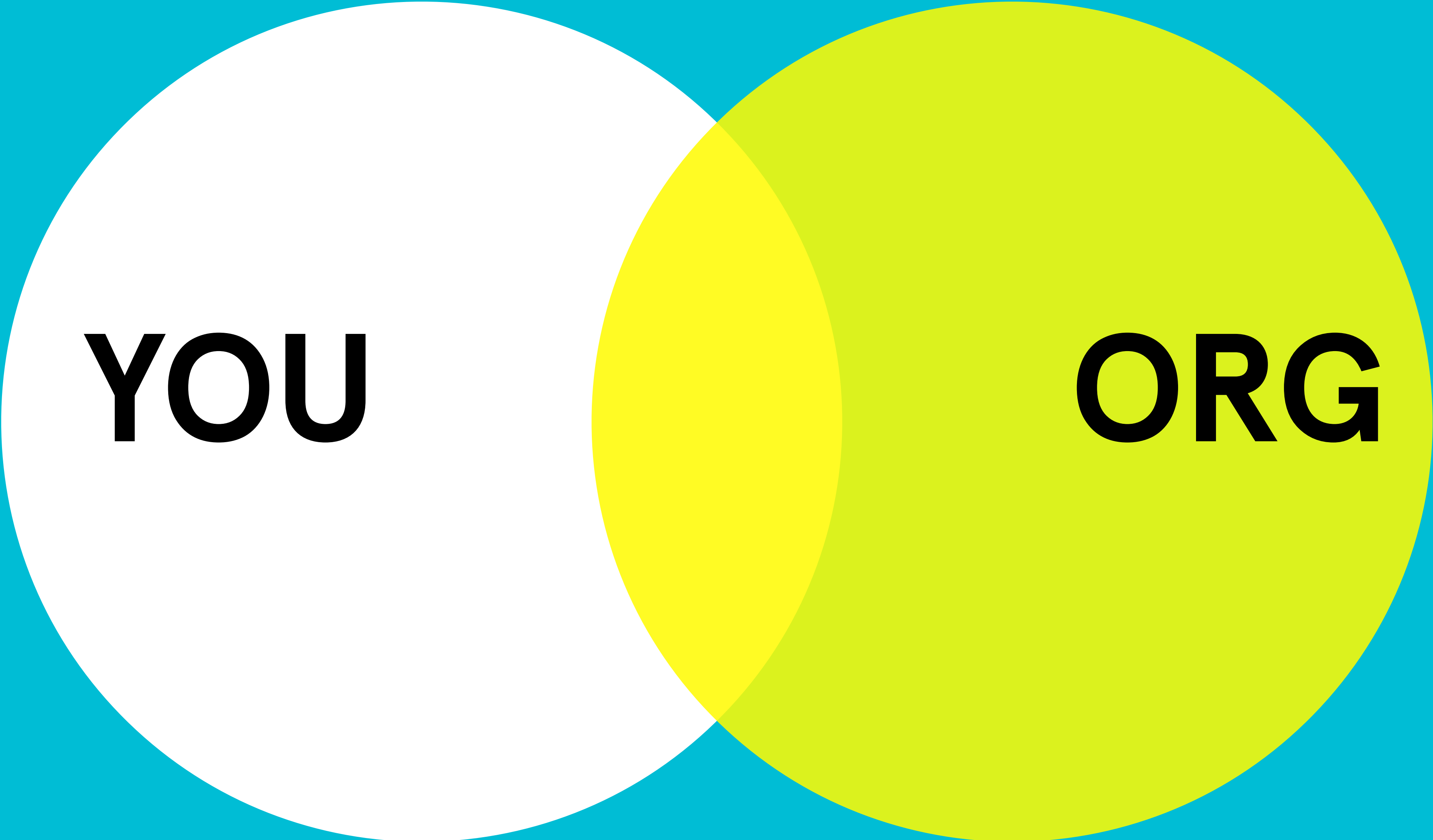
Davis and his manager John Martin, met United Artists Records chiefs regarding forthcoming record plans.

COMEBACK FOR JET

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



HERDING
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.”

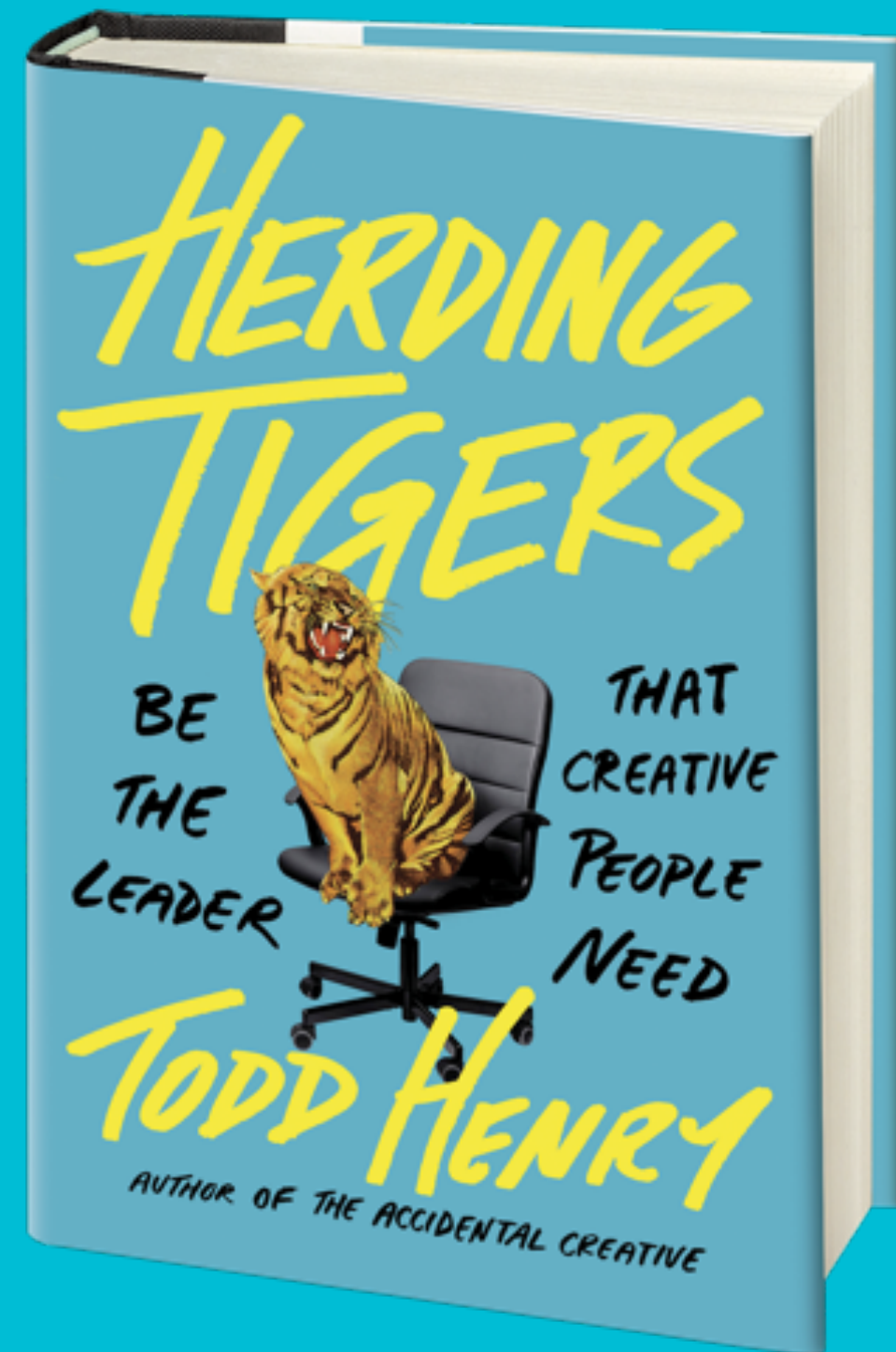
THOMAS MERTON

THOMAS MERTON

HOW WILL YOU DEFINE
SUCCESS?

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

BE A LEADER
WHO MAKES
ECHOES



THANK YOU
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TIGERS

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