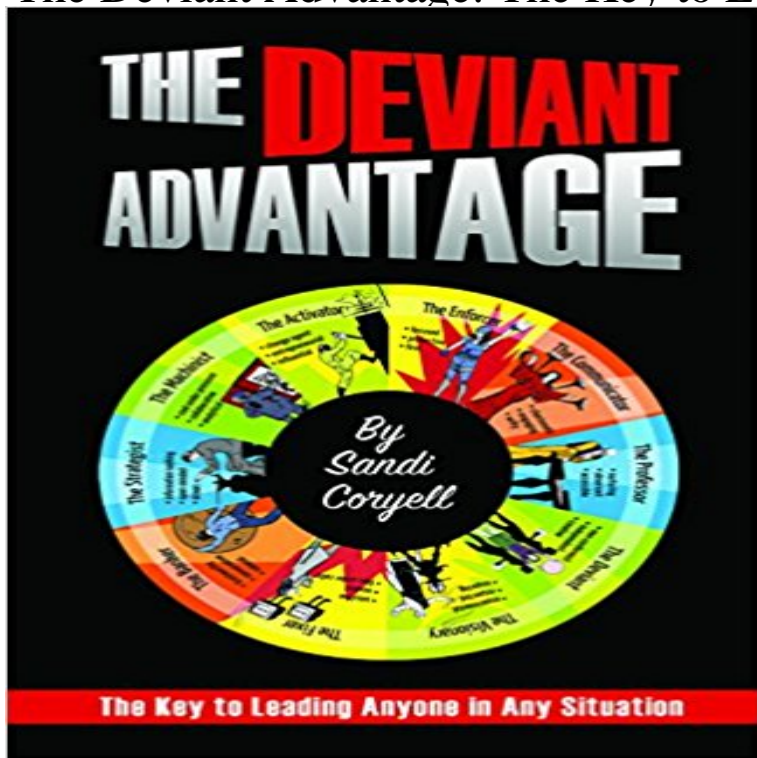


# The Deviant Advantage: The Key to Leading Anyone in Any Situation



Leadership is not now nor will it ever be a nice linear process that you can learn section-by-section and then put into a box and forget about. Its not about theory. Its about what happens in the real world when the heat is on. Its messy. And its getting messier by the day as business speeds up, multiple generations work together, and employees are asked to be more than one thing at a time creative and financial, innovator and salesman, marketer and mentor. The stories in this book detail, mistakes and all, how I developed my leadership approach in the trenches, under pressure, and they provide answers to the questions Im repeatedly asked by senior executives. During my 20 years as president of the entertainment office of a global advertising agency, I worked in highly competitive industries such as movies, theme parks, home entertainment, and television. In response to the mountains my teams and I faced every day, I developed the strategies and shortcuts I now share with senior executives and entrepreneurs who want to achieve high performance and a competitive edge in high-pressure industries. Through this book, I want to help you master: How to get your head in the game despite heavy headwinds How to influence others to give it their all How to convince others to support to your ideas How to build a strong organizational culture that tames the beast of high pressure, heavy competition, and tight deadlines to drive high performance. Its also why this book has three acts. Leadership is about your own unique talents, the connection you have to others, and the environment and people around you that combine to drive success. The First Act focuses on you as the lead. Understanding what makes you tick is the best way to understand why you make the decisions you make, particularly under pressure, and how you can adapt to best meet the situation or person at hand. The

Second Act is all about connection. How well you connect with others and how they perceive you as a leader determines how effective you will be at influencing people to do their best, avoiding conflict and generating collaboration, driving creativity and selling new ideas, and inspiring action.

And finally, in the Third Act, we talk about the ecosystem that surrounds you. Whether you call it environment, or culture, or team its about that air you breathe every day and the people who share it with you who are critical to your own success and that of your organization. When you put all three acts together you have tapped into a leadership advantage that gives you a competitive edge. And to support you in making that Advantage all the more powerful, particularly in high-pressure situations, I share the process I developed as my most potent shortcut to adapting and meeting any situation that comes your way with the most effective strategy possible. I call it The Deviant Advantage so named because the point where you deviate from average is where you will find your fastest route to success. This point of deviation informs and defines your natural Leadership Style, and once you understand this, youll discover how to effectively deviate from your natural Leadership Style to meet new and different situations. This is how you will elevate your leadership and develop teams that liberate individuals to bring out their own unique advantages.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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