

**THE LEADERSHIP EDGE IN STRATEGY & INNOVATION**

# Winning with People

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**APRIL 10, 2025**



# THE POWER OF WOMEN: LEADERSHIP & IMPACT

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**Let's recognize the impact of every  
single woman in this room.**

# WINNING WITH PEOPLE

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## Success starts with people.

- Finland's top education system thrives on culture, not tests.

## Creating the right environment.

- Potential needs the right conditions to grow.
- Are you in a place where your potential thrives?
- Are you helping others do the same?

## Your genius is your edge.

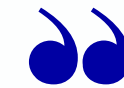
- What excites you? What comes naturally?
- When people work in their strengths, success follows.

## Culture over strategy.

- Winning isn't just about talent—it's about putting people in the right roles.
- Peter Drucker: "Culture eats strategy for breakfast."
- AI and automation matter, but people are the real advantage.

## The choice: average or exceptional?

- Strategy alone isn't enough—invest in people.
- Winning with people is the key to lasting success.



**We can't afford to waste a brain.**

*Finland's Education System*

# LEARNING OBJECTIVES

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- Distinguish between entrepreneur smart and corporate smart
- Master strategies for building strong, collaborative relationships
- Establish the core elements for cultivating a thriving organizational culture
- Empower leaders to support one another and foster a healthy, dynamic culture
- Recognize the role of honor as a key driver in cultivating an innovative and healthy culture

# Innovative Strategy

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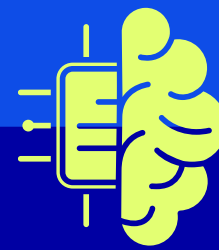
# CORPORATE SMART VS ENTREPRENEUR SMART

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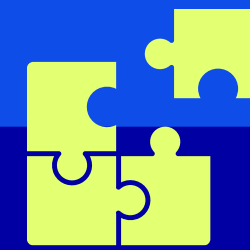
## Innovative Strategy



True innovation happens when structure and creativity work together.



Companies thrive when they balance operational excellence with bold thinking.



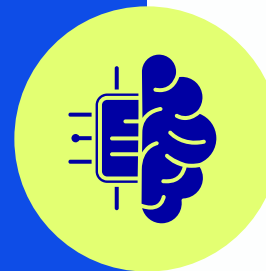
It's not about choosing one — it's about knowing when to lean into both.

# CORPORATE SMART VS ENTREPRENEUR SMART

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## Corporate Smart

- **Scalable Systems:** Builds strong foundations that support sustainable growth.
- **Efficiency:** Optimizes resources and processes for maximum productivity.
- **Structure:** Provides a clear framework to streamline operations and maintain consistency.



## Entrepreneur Smart

- **Creativity:** Encourages fresh ideas and innovative problem-solving.
- **Mindset for Innovation:** Challenges the status quo to drive continuous improvement.
- **Adaptability:** Responds quickly to change and seizes new opportunities.

# A Healthy Culture

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# 4 CRITICAL AREAS OF CULTURE

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## Belonging

Creates an environment where people feel **valued, accepted, and part of something bigger.**

## Hospitality

Welcomes others with **warmth and intentionality**, making people feel seen and appreciated.

## Excellence

Sets **high standards**, encouraging people to bring their best while continuously improving.

## Honor

Demonstrating and celebrating contributions, **fostering mutual respect and trust.**

# BELONGING

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In a healthy culture, people feel valued, challenges are addressed openly, and encouragement is a constant. When we show up for each other, we all grow.

## A Seat at the Table



**Everyone Has a Voice:** Create an environment where all perspectives are valued, and people feel seen and heard.



**Trust and Accountability:** Follow through on commitments, support one another, and build confidence within the team.



**Address Challenges Head-On:** Practice kindness and honesty — resolve issues directly instead of letting frustration build.

# HOSPITALITY

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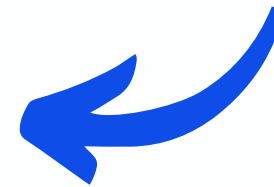
## Create Genuine Connections

Go beyond surface-level interactions and show people they matter.



## Make it Personal

Remember the little details — they make a lasting impact.



## Surprise and Delight

Deliver more than expected, turning ordinary moments into memorable experiences.



## People First, Always

True success comes from building relationships that last.

“

People will forget what you said. They'll forget what you did. But they will never forget how you made them feel.

*Maya Angelou*

# EXCELLENCE

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"People feel perfection."

*Walt Disney*

# HONOR

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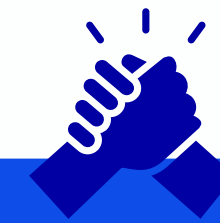
## Value Others

Celebrate contributions  
and recognize strengths.



## Give Credit

Success is never a solo  
effort — acknowledge  
the people who got you  
there.



## Lead With Respect

Trust grows when people  
feel valued.

# HONOR

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“

Honor shifts the focus from me to we.

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How can you choose honor in the way  
you lead and collaborate today?



# Questions

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# Thank You!

**Organizational  
Health Assessment:**



**Corporate Smart vs.  
Entrepreneur Smart Assessment:**

