



## **3 Things to Improve Finance Penetration** by Adrian Law

### Transcription

1

00:00:00,000 --> 00:00:00,790

GOOD MORNING

2

00:00:00,800 --> 00:00:01,559

GOOD MORNING

3

00:00:01,570 --> 00:00:03,880

ADRIAN HERE, AND SUPER IMPORTANT TOPIC

4

00:00:03,890 --> 00:00:05,700

FOR YOU TODAY CALLED THE

5

00:00:05,701 --> 00:00:07,559

"5 LEVELS OF LEADERSHIP."

6

00:00:07,690 --> 00:00:09,479

NOW THIS IS BASED ON THE BEST SELLING BOOK

7

00:00:09,489 --> 00:00:11,920

BY THE LEADERSHIP GURU HIMSELF,

8

00:00:11,930 --> 00:00:13,149

JOHN MAXWELL.

9

00:00:13,359 --> 00:00:14,119

AND OF COURSE,

10

00:00:14,130 --> 00:00:15,970

IF YOU ARE A MANAGER WATCHING THIS,

11

00:00:15,979 --> 00:00:18,065

THEN AND THIS IS SUPER IMPORTANT FOR

12

00:00:18,075 --> 00:00:21,094

YOU, AND AS WE GO THROUGH THE FIVE LEVELS,

13

00:00:21,104 --> 00:00:24,113

YOU'LL PROBABLY SEE A.) WHERE YOU THINK YOU'RE AT,

14

00:00:24,305 --> 00:00:26,614

B.) MAYBE WHERE YOU'D LIKE TO BE,

15

00:00:26,795 --> 00:00:30,405

BUT C.) IS WHERE OTHERS SEE YOU.

16

00:00:30,415 --> 00:00:32,415

SO THAT'S THE PERCEPTION OF OTHERS.

17

00:00:32,784 --> 00:00:34,485

NOW, AS JOHN MAXWELL SAYS HERE,

18

00:00:34,494 --> 00:00:37,095

"EVERYTHING RISES AND FALLS ON LEADERSHIP,"

19

00:00:37,104 --> 00:00:39,215

SO YOU DON'T HAVE TO BE A MANAGER TO

20

00:00:39,224 --> 00:00:40,084

BE A LEADER.

21

00:00:40,544 --> 00:00:42,185

SO THIS, EVEN IF YOU DON'T THINK YOUR

22

00:00:42,194 --> 00:00:44,424

ROLE INVOLVES LEADERSHIP,

23

00:00:44,759 --> 00:00:46,950

PERHAPS IT COULD BE IN YOUR PERSONAL LIFE.

24

00:00:46,959 --> 00:00:47,389

COULD BE.

25

00:00:47,400 --> 00:00:47,540

YOU KNOW,

26

00:00:47,549 --> 00:00:48,990

YOU COULD BE A MOTHER OR FATHER,

27

00:00:49,000 --> 00:00:49,509

BOYFRIEND,

28

00:00:49,520 --> 00:00:50,439

GIRLFRIEND,

29

00:00:50,599 --> 00:00:51,889

FAMILY MEMBER,

30

00:00:51,900 --> 00:00:53,290

PEER, COLLEAGUE.

31

00:00:53,599 --> 00:00:56,189

EVERYTHING RISES AND FALLS ON LEADERSHIP,

32

00:00:56,200 --> 00:00:58,790

SO PLEASE PAY CLOSE ATTENTION,

33

00:00:58,799 --> 00:01:00,459

SEE WHERE YOU THINK YOU'RE AT,

34

00:01:00,590 --> 00:01:02,150

MAYBE WHERE YOU WANT TO BE,

35

00:01:02,560 --> 00:01:04,550

WHAT NEEDS TO HAPPEN FOR YOU TO GET

36

00:01:04,559 --> 00:01:05,580

WHERE YOU WANT TO BE,

37

00:01:05,739 --> 00:01:07,050

AND ALSO PERHAPS,

38

00:01:07,059 --> 00:01:09,910

THE PERCEPTION OF WHERE OTHERS SEE YOU.

39

00:01:10,160 --> 00:01:12,089

SO LEVEL ONE LET'S HAVE A LOOK.

40

00:01:12,099 --> 00:01:14,690

IT'S CALLED "POSITION" AND POSITION MEANS

41

00:01:14,699 --> 00:01:17,919

PEOPLE FOLLOW YOU BECAUSE THEY HAVE TO

42

00:01:18,160 --> 00:01:19,019

LOOK AT THIS GUY.

43

00:01:19,029 --> 00:01:21,849

DOES HE LOOK LIKE HE'S LIKE TELLING US

44

00:01:21,860 --> 00:01:23,480

WHAT TO DO AND HOW TO DO IT?

45

00:01:23,800 --> 00:01:24,989

THAT'S LEVEL ONE.

46

00:01:25,230 --> 00:01:29,167

LEVEL TWO IS ENTITLED "PERMISSION."

47

00:01:29,168 --> 00:01:31,279

AND PERMISSION IS WHERE PEOPLE

48

00:01:31,290 --> 00:01:34,317

FOLLOW YOU BECAUSE THEY WANT TO.

49

00:01:34,318 --> 00:01:36,230

MASSIVE DIFFERENCE TO LEVEL ONE.

50

00:01:37,040 --> 00:01:37,709

LEVEL THREE.

51

00:01:37,720 --> 00:01:40,930

I'VE GOT MR STEVE JOBS HERE CALLED "PRODUCTION."

52

00:01:41,400 --> 00:01:44,150

AND LEVEL THREE IS WHERE PEOPLE FOLLOW

53

00:01:44,330 --> 00:01:45,989

BECAUSE OF WHAT YOU'VE DONE FOR THE



54

00:01:46,000 --> 00:01:47,110

ORGANISATION.

55

00:01:47,489 --> 00:01:49,809

I THOUGHT STEVE JOBS WAS A GREAT EXAMPLE

56

00:01:49,819 --> 00:01:52,809

OF THAT FOR APPLE AND HOW INNOVATIVE HE

57

00:01:52,819 --> 00:01:55,427

WAS WITH THE PRODUCTS THAT WE NOW MOSTLY OWN.

58

00:01:55,428 --> 00:01:58,599

LEVEL FOUR MR TONY ROBBINS,

59

00:01:58,989 --> 00:02:01,220

THAT IS "PEOPLE DEVELOPMENT."

60

00:02:01,470 --> 00:02:03,150

I COULDN'T THINK OF ANYBODY BETTER TO

61

00:02:03,160 --> 00:02:04,459

REPRESENT THIS LEVEL.

62

00:02:04,680 --> 00:02:07,449

AND LEVEL FOUR IS PEOPLE FOLLOW YOU

63

00:02:07,459 --> 00:02:09,940

BECAUSE OF WHAT YOU'VE DONE FOR THEM.

64

00:02:10,339 --> 00:02:12,050

AND TONY WAS A MASSIVE IMPACT IN MY

65

00:02:12,059 --> 00:02:14,589

OWN LIFE ON MY PERSONAL DEVELOPMENT JOURNEY

66

00:02:14,600 --> 00:02:15,970

MANY, MANY YEARS AGO.

67

00:02:16,190 --> 00:02:18,130

SUCH GREAT LEADERS THIS COULD BE OPRAH

68

00:02:18,139 --> 00:02:20,710

WINFREY COULD BE MANY OTHER PEOPLE,

69

00:02:20,720 --> 00:02:22,729

EVEN PEOPLE WITHIN YOUR ORGANISATION.

70

00:02:23,240 --> 00:02:23,889

BUT AGAIN,

71

00:02:23,899 --> 00:02:25,339

THINK ABOUT WHERE YOU'RE AT,

72

00:02:25,350 --> 00:02:26,949

MAYBE WHERE YOU'D LIKE TO BE,

73

00:02:27,130 --> 00:02:29,529

AND POTENTIALLY WHERE OTHERS PERCEIVE YOU.

74

00:02:30,199 --> 00:02:32,300

LEVEL FOUR PEOPLE DEVELOPMENT AND THEN

75

00:02:32,309 --> 00:02:34,380

LEVEL FIVE IS THE "PINNACLE."

76

00:02:34,679 --> 00:02:36,688

AND I'VE CHOSEN SIR RICHARD BRANSON FOR THIS.

77

00:02:36,689 --> 00:02:39,750

PEOPLE FOLLOW YOU BECAUSE OF

78

00:02:39,759 --> 00:02:43,089

WHO YOU ARE AND WHAT YOU REPRESENT.

79

00:02:43,699 --> 00:02:45,289

AND YOU MIGHT HAVE PEOPLE IN YOUR LIFE

80

00:02:45,300 --> 00:02:47,399

THAT YOU FOLLOW BECAUSE OF THIS REASON,

81

00:02:47,529 --> 00:02:49,770

AND THIS AGAIN IS THE PINNACLE OF WHERE

82

00:02:49,779 --> 00:02:51,770

YOU'RE AT AND AGAIN LOTS OF OTHER PEOPLE.

83

00:02:51,779 --> 00:02:53,679

WE COULD HAVE CHOSEN FOR THIS,

84

00:02:54,479 --> 00:02:55,210

BUT THINK,

85

00:02:55,220 --> 00:02:56,130

RICHARD BRANSON.

86

00:02:56,139 --> 00:02:58,630

I THINK WHAT HE REPRESENTS IS SUPER

87

00:02:58,639 --> 00:02:59,169

POWERFUL.

88

00:02:59,179 --> 00:03:02,339

AND A LOT OF PEOPLE WITHIN HIS COMPANIES ARE

89

00:03:02,350 --> 00:03:04,600

WORKING FOR HIM AND WANT TO BECAUSE OF

90

00:03:04,610 --> 00:03:07,039

WHO HE IS AND WHAT HE REPRESENTS.

91

00:03:07,210 --> 00:03:08,960

SO HAVE A LOOK AT THE FIVE LEVELS.

92

00:03:08,970 --> 00:03:10,779

SEE WHERE YOU'RE CURRENTLY AT.

93

00:03:10,839 --> 00:03:12,070

YOU ARE A LEADER,

94

00:03:12,080 --> 00:03:13,910

EVEN IF YOU'RE THINKING YOU'RE NOT.

95

00:03:14,279 --> 00:03:15,529

BUT WHERE ARE YOU?

96

00:03:15,539 --> 00:03:16,779

WHERE DO YOU WANT TO BE?

97

00:03:17,229 --> 00:03:18,929

WHAT NEEDS TO HAPPEN FOR YOU TO GET

98

00:03:18,940 --> 00:03:20,360

THERE AND LASTLY,

99

00:03:20,369 --> 00:03:20,919

POTENTIALLY,

100

00:03:20,929 --> 00:03:23,029

HOW DO YOU THINK OTHERS PERCEIVE YOU?

101

00:03:23,250 --> 00:03:24,259

AND IF YOU'RE NOT SURE,

102

00:03:24,270 --> 00:03:27,190

ASK BECAUSE A LOT OF THE TIMES PEOPLE ARE

103

00:03:27,199 --> 00:03:28,810

TELLING US HOW THEY PERCEIVE YOU

104

00:03:28,811 --> 00:03:30,119

MAKES SENSE? OK.

105

00:03:30,130 --> 00:03:31,610

HOPEFULLY YOU'VE ENJOYED THAT.

106

00:03:31,649 --> 00:03:33,080

YOU GET A LOT OF BENEFIT OUT OF IT,

107

00:03:33,089 --> 00:03:34,779

HAVE AN AWESOME DAY AND I'LL SPEAK TO



108

00:03:34,789 --> 00:03:35,039

YOU SOON.

109

00:03:35,050 --> 00:03:35,860

BYE FOR NOW.