

**Inspiring Generational Leadership**  
Your Guide to Design a Conscious Culture  
DeLinda Forsythe

**THE SUMMARY IN BRIEF**

Want to create an inspiring workplace? In *Inspiring Generational Leadership: Your Guide to Design a Conscious Culture*, DeLinda Forsythe shares her passion and success in developing tomorrow's leaders. This guide takes readers on a journey revealing the financial, societal, and emotional benefits in leading, building, or working for a conscious business enterprise. DeLinda's absorbing storytelling style and her inclusion of intimate interviews with other conscious leaders and educators guides readers along the rewarding mentoring path. *Inspiring Generational Leadership* provides tools to create an ideal workplace for leaders and their organization that is passionately alive with ethical values and purpose.

**IN THIS SUMMARY, YOU WILL LEARN:**

- What leadership tools and skills are needed to motivate and inspire Millennials and the emerging Gen Z cohort.
- That mentoring future generations is more of a gift you give to yourself than to another.
- How to continue your business' legacy by selling it to your mentee. .
- How to consciously develop a business and personal brand based on excellence, best business practices, and values that resound equally with all stakeholders, and then understand how to reinforce and cultivate this brand awareness within your company and the community.
- How to inject your gift of intuition—your transcendent guide—into your business to validate in practice what you might already intuitively know.

**Introduction**

Business in America is changing. Business leaders no longer have the indulgent shortcoming of leading within their personal limited and limiting belief systems. Leaders must engage all perspectives and entertain other belief systems to find innovative problem-solving solutions. The overlap of conscious capitalism values with the espoused values and perspectives of the Millennial and Gen Z generations is a major factor in the escalation of conscious social enterprises. As you positively influence your work teammates' lives, you also affect the well-being of their children and family members, and ultimately, create an opportunity to make an imprint on your entire community by initiating a ripple effect, potentially influencing future generations and other businesses by modeling this “doing good—doing well” perspective.

**Conscious Capitalism, Millennials, And An Evolving Perspective**

Employers who offer “super mentorship” opportunities will enable people to reach their potential and aspirations and better prepare them for the future by providing advanced training programs and employee development. Corporate cultures that empower individuality, creativity, and lifelong learning will continue to attract and retain elite team members.

Millennials' personal values as employees and their purchasing power as customers cannot be minimized. Gaining their commitment and loyalty requires a consistent and highly educated awareness, but business leaders who boldly lead with purpose and meaningful action as agents for equitable change will not only reap the benefits of a resilient business, but will make the world a better place.

### **Begin With The End In Mind: Mentorship**

Business can and should be an enjoyable journey for all parties involved. Having an open mind allows ideas and creativity to naturally flow and organically leads to the development of more gratifying and more authentic relationships.

Accomplishments happen because of aspirations. Our aspirations create and support our corporate belief system of the importance of the individual, their work, the concept of equality, etc. We unconsciously endeavor to match our words and our actions, valuing equally aspirations and accomplishments, and over the years, this has created an inherent social contract of unconditional trust. And, of course, trust is the foundation for every relationship; without trust, social contracts are meaningless.

### **A Culture Of Gratitude Bonds Our Humanity**

As you get to know what motivates other people, you connect in profoundly different ways. This intimate knowledge creates our interconnectivity. As we slowly became more bonded in our humanness, we began to identify more as individuals than as coworkers. That is the trick to a really powerful and influential corporate culture.

It really is important for leaders and managers to understand what motivates the Millennial and incoming Gen Z generations. Living a balanced life is a necessity to them. Leading an organization with a gratitude mindset, based on methodology that produces these emotions, is a joyful experience. It is a far more holistic approach and offers the greatest potential for positive and expansive outcomes. When you work for a company that applies this holistic approach, you have a greater opportunity to reach your potential in every facet of your life.

### **Embrace Workplace Family**

Work is important, but so are all our values and our family-centric culture. We've tried consciously to integrate our workplace family and our actual families. Our teammates actively embrace this unification, which has changed how they view the workplace. I think this unification has a lot to do with how Millennials have redefined the concept of success.

### **Staff Meetings Build A Collective Mindset**

By simply sharing in detail with specific field examples on how they had or were implementing their specific strength, group members naturally moved into acknowledging how they had experienced each other's strengths, noting the overlap and affect each one brought to each project, their project management department, and the organization as a whole. The exercise revealed how they each use their skills and the personal tricks they had developed for themselves and collectively for the project management department. A sense of personal contribution and acknowledged respect for each individual is highly empowering; imagine if your individual efforts were acknowledged in such an affirming manner how that would motivate you to do more, think outside the box, and experience a sense of value and inclusiveness.

## **Deliver Excellence: We Are What We Repeatedly Do!**

Our goal is to build a robust, highly interconnected culture, so we actively work to maintain the “begin with the end in mind” principle. Everything we do, both significant and insignificant, is designed to develop and maintain culture. It’s a lot of work, but once you make it a habit, it becomes integral to how you approach daily challenges and internal corporate messaging. I have never experienced a more successful way to inspire and motivate another individual than by simply valuing the work they do. Every person in your company can and should be a sales ambassador, and when every employee can visually see what your company produces and how it affects and improves others’ lives, you create excitement, pride, and deep understanding. This leads to a natural sharing of what we do with friends, family, and others—a natural pride of ownership.

## **The Higher Purpose Journey**

In the past decade, thousands of articles, books, and blogs have been written about the transformational power of having a well-articulated higher purpose in our personal lives. Contributing to something bigger than ourselves that is not simply profit-driven has proven to be one of the most powerful motivators for not only performance, but life satisfaction, physical well-being, self-esteem, and happiness. All of this content confirms that discovering our purpose leads to fulfillment in both our personal and our work lives.

To build an inspired, committed workforce, everyone must understand how they personally are a purpose-driven driver. Your organization’s purpose will have more sway if your team understands and can not only articulate but are personally connected to your mission. They need to embrace your corporate vision. For maximum efficacy, your purpose needs to permeate every aspect of your corporate culture.

## **Create Raving Fans**

It’s an “unexpected gift” to receive a high level of service. If your company develops a reputation for delivering extraordinary service, you will potentially experience tremendous growth. Failure has always been a huge motivator for me, especially the fear of failure. I also honor the humility it can create in each of us. Humility is not an easy virtue to attain, and acknowledging failure can encourage humility to grow within. Humility is the center of a moral life and can be a powerful quality in a leader. Humility is not easily forged through success; failure forges humility!

## **Vulnerability In The Workplace**

When you show up every time as your most authentic self, speak your mind unequivocally, and care more about the message than your image, you increase the potential for others to be more authentic. When others realize they don’t have to be guarded and the space is safe, you increase the potential to influence positive transformation within people, in the community, and in your company.

To live the fullest life possible, including having better health, more wealth, more happiness, and a life with an abundance (not scarcity) mindset, you might want to take the time to invest in the only thing you have control over: you. I recommend you identify and break the old habits holding you back. Many coaches and products can help with this.

## **Doing Well And Doing Good Need Not And Should Not Be Mutually Exclusive**

Millennials crave and seek association with organizations that postulate higher purpose, shared values, and a commitment to responsible corporate citizenship. They want to work for companies that are not simply profit-driven but focus on and enable societal transformation.

Corporate America and business leaders need to implement profound structural change. Businesses have the moral imperative to implement resonating and meaningful modifications. Our political system and our American way of life appear to be at risk if we don't transform the definition of capitalism and begin to rebuild our institutions, creating shared value for all individuals.

### **Become An Authentically Magnetic Leader!**

As Millennials continue to emerge as the majority workforce, this focus on ethics will continue to gain traction. To become an authentic leader, it's more effective to lead with a focus on others. The focus of an authentic leader needs to be on the development of individuals and encouraging the development of future leaders. Real leadership affects the people you lead in every aspect of their lives. If you're not affecting that kind of real change, you're thinking and acting small. People want leaders who inspire and motivate them, who are positive influencers who affect positive behavior in others. No longer is there a separation between a business leader and their personal life. Here is where authenticity comes into play even more.

### **Fostering Community**

Physical environments can and should be designed to generate highly cooperative engagement that fosters a spirit of play, which often leads to innovative productivity. "Doing well and doing good need not and should not be mutually exclusive." Many organizations do not understand the enormous success that can be achieved when organizations and communities are in alignment. Nothing connects facts and statistics better than a personal narrative.

### **Begin With The End In Mind: Succession Planning**

Many owners who desire better outcomes—such as higher growth, better work life balance, or a successful exit—fall short because they do not have a process in place for creating future leaders for their Company. They especially do not think of developing future leaders that can take over some of the entrepreneurial duties of the Company, scale their business, or mentor toward succession.

Thinking about your succession plan early can enormously benefit the organization in nuanced ways. A succession plan is not limited to just finding a successor; it benefits the company as a whole. When looking for a successor to your business, first select an individual who has a passion for your industry and is in alignment with your vision for the company. You might identify this person through previous employment, volunteer engagements, or through personal referral. You get to know a person's character, how they handle stress and crisis, when you work closely together, and this process can take years. It should be a natural and organic process. A great successor will want to take the business to levels you might not have visualized.

### **Conclusion**

If business' new purpose is to elevate humanity, how can we best accomplish this? Mentorship and succession planning certainly offer great hope. Businesses that offer life coaching skills that improve employees and their families' lives also offer optimistic potential. Imagine just how much more successful a company would be if they encouraged everyone, not just their star performers or "heir apparent," to commit to personal growth and helped their staff to discover their "why?"

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