

Robert Murray

#1 BEST-SELLING AUTHOR | GLOBAL SPEAKER | BUSINESS STRATEGIST

Amazing April (p. 2)

This month's newsletter is all about purpose. Millennials are the 'now' generation, and some leaders are having trouble leading them. There are some simple tricks though that you can use to engage the minds and hearts of all Millennials.

Read Amazing April and learn how you can use purpose to lead Millennials to yours and their success.

Interesting Leader and Customer Corner (p. 3)

In this section you will find the profile of a great leader, as well as advice and insights on my latest customers.

My Top Blogs (p. 4)

This is a highlighted collection of my top blog and vlog from the past month.

Updates and Resources (p. 5)

Here you will find all the latest updates and resources you need to help you unlock your leader within!



Happy APRIL!

There are 2 facts about April 2016.

1 - April is an Amazing time of year because we are experiencing new life, new growth and brighter days.

2 - The Millennial generation has a stronger than ever presence in the workforce, and for some people this is a struggle.

This month's Amazing April newsletter is here to deal with both of those facts. It will give you suggestions for activities that you can do with your team to take advantage of all the April energy, as well as give you the tools you need to get your *whole* team reaching their goals.

No matter what the generation, no matter what the work style, there is always ONE trick that will engage the minds and hearts of EVERYONE on the team.. and that is **purpose**.

Read on and learn how you can find and leverage *purpose* to lead all members of your team to success.



3 activities to engage in as a TEAM this April

1. **Plant something.** Get your team outside and plant a tree or some flowers. If you have a garden close by your office, plant something that your team can see grow. If you live in the Southern Hemisphere, plant something that will last through the winter or bloom in the spring.
2. As a team, go **volunteer at an Senior Citizen's home** for the afternoon. We will ALL be old someday. Taking the time now has a strong effect to remind us how lucky we are to have the energy and vitality that we may be taking for granted.
3. **Volunteer elsewhere.** Find a project that you and your entire team can do to give back to the community. We are lucky to have the lives we have. Share that!

Amazing April

First and foremost, I want to encourage all of you to get your team outside this month! With the re-birth of everything green after a long winter's nap, it is time for us to be outside and soak up some of that new energy!

Now onto the tougher stuff... One of the topics I get asked to speak on the most these days (and it doesn't matter where in the world I am), is: "How do I lead Millennials?" It is mind boggling to me that this is the first generation ever that has confounded leaders as much as they have. And shocking to some, the biggest challenge I see is not with Millennials but with leaders. Millennials want to have a clear purpose for everything they do. They want to belong and they want to see that what they do matters. Quite simply, **purpose** has never been more important in a leader's tool kit.

By purpose I mean this... We all have our own personal "Why" for doing what we do. It is an emotionally based thing that for most people is hard to explain. And, we are all different. Well, when it comes to organizations, to get the most in terms of engagement and ownership, there is also the need for a common purpose that people can connect to. Enlightened leaders get that and build a culture around the common purpose.

Toxic and schizophrenic cultures all have one thing in common - no clear and compelling purpose supported by like-minded vales.

Take the opportunity to explore and share *purpose* with the re-birth of life after winter. (If you live in the Southern Hemisphere, take the opportunity to get outside and explore your team's purpose as your season changes). Find a project that has meaning - do it as a team, see the results. Look to the left column for some suggestions.

This Month's Interesting Leader



Pope Francis. He has the distinction of being one of three leaders—alongside Amazon CEO Jeff Bezos and Apple CEO Tim Cook—who have made Fortune's list every year of its existence.

This past year especially, Pope Francis has proved his leadership skills. He was the first pope who played a key role in the deal between the U.S. and Cuba, writing letters to both president Obama and Castro encouraging the two nations to find common ground. As well, for the first time ever, Pope Francis traveled to the U.S., to deliver his message of social justice, criticizing "the idolatry of money and the dictatorship of an impersonal economy lacking a truly human purpose."

However, the Pope is also dealing with his own Millennial issues... When he launched an Instagram account in March, he gained 1 million followers in 24 hours. Increasing the tension between the Catholic Church's culturally conservative adherents and its more socially progressive followers.

His solution? He continues to thread a tight needle, making the church more welcoming to the newer and younger generations, such as LGBT worshippers and divorced Catholics, while assuring traditionalists that he isn't changing doctrine.

A very interesting leader if you ask me!

Courtesy of Fortune Magazine. See original article [here](#).

Customer Corner

I speak a lot of the 'Experience Economy.' That is, creating a clear and compelling distinctive market advantage for your organization through the experience you deliver to your clients and guests. Think about it, virtually every memorable 'Wow!' consumer purchase you have is most often described by you to others as "an experience."

My customer focus this month is a Vancouver based organization called **Kidzsmart**. They are a kid and family marketing agency that specializes in creating a memorable experience for children when they are out with their parents. Be it at a restaurant, at the doctor's office, at a sporting event or even on an airplane.

If you are the parent of a young child, you know how trying it can be to have a great evening out when your kid is bored. Kidzsmart has figured it out. By creating fun and engaging activities for children, parents can also have a relaxing and entertaining time.

Why am I telling you this? Because every organization can learn from their success. No matter what business you are in, think of what you do as "delivering an experience for your customers, clients or guests" - **NOT making a product or delivering a service.**

This is the clear distinctive advantage all organizations need to win in the world today!

My Top Blogs and Vlogs

Here's a round up of my top Tuesday Tune Up and Leadership Minute blogs from this month:

My Tuesday Tune Up that got the most action this month was definitely **Letting Go Of Ego And Finding A New Level Of Leadership And Personal Happiness**. Quite the conversation it stirred up on LinkedIn. People commented on how much they identified with the post, and some even chose to share it with some of their colleagues who they felt are in need of a bit of a reality check... You see the post itself is quite simple, and self-explanatory - your ego should not be a factor in the way you lead yourself or others, yet somehow how it tends to be so. I have come across all types of executive leaders in my travels that are letting egos ruin their relationships, impairing their results as a leader, and impeding happiness. So I simply compiled a top 10 list of telltale signs that you are winning the ability to control the destructive effects of your ego. You can check out the post [here](#).



For more videos, check out my youtube channel:

[**Bob's Leadership Minutes on YouTube**](#)

Next, my Leadership Minute video that got the most traction and commentary was: **How can you lead in a way that the team believes they succeeded?** And guess what that answer was... celebrate! If you clearly lay out *what* the goals are and *how* to get there, then let your team *work hard* to get there... CELEBRATE it! Let them know how happy you are, how much you appreciate their hard efforts, and show them the results of their hard work. This is the essence of a leader, so make sure you have this one down pat! You can check out the short clip [here](#).



**Here's a list of Leadership
To Do's to build your
team's focus on delivering
an 'Experience'**

1. **Values** - Talk about your personal values, those of your team members, and how they link to the business'.
2. **Purpose** - Discuss with your team what the purpose is of the business you are leading.
3. **Culture** - What is the culture you want to have? Design a "Culture Charter" with your team, and act on it.
4. **Recruit** - Hire new team members based on their cultural fit first.
5. **Celebrate** - Catch people doing things that align with the Experience Culture that you are building - F1 Pitt Crews celebrate after every 6-second pitt stop!
6. **Zero Tolerance** - Have NO tolerance when it comes to a value's violation.

Updates and Resources

If I thought March was busy... April is shaping up to be just the same, and I love it! I'm so happy to have the opportunity to travel the world and spread all of my tips and tricks with so many passionate world-class-leaders-in-the-making!

And while there are a number of private events and workshops that I speak at... there are also a lot that are open to the public. You can always check out the latest events happening on my **Important Dates** page, and if you are ever wondering what event would be the best fit for you.. just shoot me a quick email at info@robert-murray.com.

As well, if you're a part of a larger organization and would like me to come visit and help you and your team tackle to successful incorporation of Millennials into the workforce - I would be more than happy to! You can see some of the different **services** I offer here, but each and every organization is different, so feel free to **email me** with your unique situation and let me see how I can help you.

As well, speaking of events you can attend.. here's a quick reminder... **#WebinarWednesday** (first Wednesday of each month) is happening next week, on April 6th, 2016 at 8am PST. This one called: **Communicating for Maximum Impact**.

Another great event happening soon is Incrementa's **#MotivationMonday** event on April 11th. It's going to be a quick morning session, breakfast included, about Fraud and Cyber-Security. If you're interested in attending, there are a few tickets left. Purchase options and more info **here**.

Have an AMAZING APRIL and see you next month for a

Marvellous May

And as always, if you have any questions or comments, please email: