

# Come Together (Beatles and Business):

*Leadership and Engagement Lessons*

*from the Lyrics and Legacy of* **THE BEATLES**

Ludwig

Bob  
Kelleher



As background...

The Beatles

Business

# Agenda

## 1. Who Are The Beatles?

- Why are the Beatles The Beatles??

## 2. Great Teams

- Great Teams bring complimentary strengths
- Making the tough decisions
- All successful teams evolve, change and adapt
- But, even great teams and organizations almost always perish

## 3. Disrupters

- Out of the Box Thinking – Disruptive Innovation
- Leveraging Technology
- DEI
- Follow your passion - The 3 Circles



# 1. Who Were The Beatles?





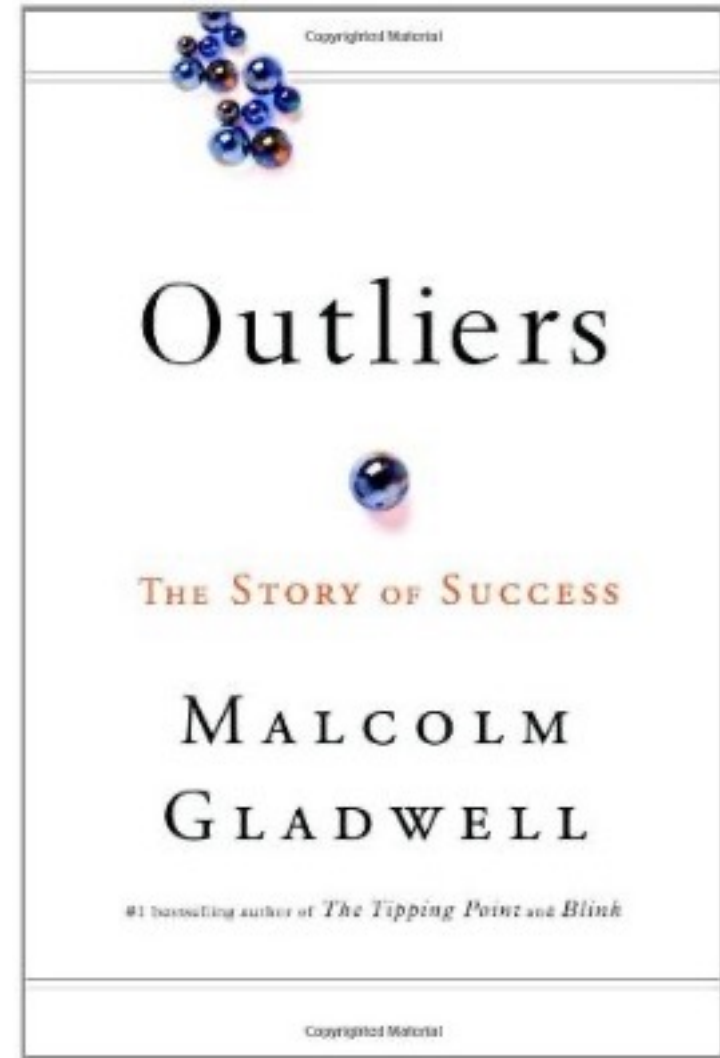
## Accomplishments

- The band's first live US television Feb, 1964, on Ed Sullivan was watched by 73 million viewers, which was 34% of the US population at the time.
- They released **12 studio albums** in just 7 years (1963-1969)
- They had 35 top 10 hits on the Billboard Hot 100, the most of any group
- Lennon and McCartney are still considered by many as the greatest pop songwriters ever.
- Like all great teams and organizations, the Beatles dissolved in 1969
- As individual artists, they had an additional 40 top 10 hits
- In the 60's and 70's, they influenced music, songwriting, studio recording, culture, style, social causes including diversity and inclusion...influences that continue to this day
- Thousands and thousands of artists have covered their songs, including 2,200 versions of the song *Yesterday* alone, and recently, Beyonce covered the Lennon/McCartney song **Blackbird** during her halftime appearance of an NFL game on Christmas day.

Why were The Beatles,  
The Beatles?



10,000 Hours



# *Becoming Great*

## Individual and Business Takeaways

- Know your craft
- Know the business of the business
- Stay current
- Your education NEVER ends
- Once you think you've reached 10,000 hours or whatever your 'peak' is, change your position, reinvent yourself, do something else, seek a transfer, etc.




## 2. Great Teams

# Complimentary Strengths




# The Song Writers, Lennon and McCartney

John

- 
- Leader of the band in early years
  - Tough upbringing – raised by aunt
  - Rebellious with a rock and roll edge
  - Biting wit
  - Explosive with a sharp tongue
  - Deep thinker
  - Cynical and skeptical writing style
  - Vocals raw but distinctive
  - Musically gifted
  - Not business savvy
  - So so ambition
  - Died in 1980

Paul

- 
- Strong family upbringing – musical dad and loving mom
  - Optimist
  - Extroverted
  - Positive and more ‘pop’ like
  - Melodic and catchy style – more ‘commercial’
  - Perfectionist and technically sound
  - Business savvy
  - Super ambitious - Workaholic
  - Became the leader of the band in later years
  - Still touring at 82



# Rounding out the Band

## George

- Best guitarist of the group
- Treated like the younger brother early on
- Spiritual
- Introspective
- Quiet strength though
- Non confrontational
- Could be distant or aloof
- Dry sense of humor
- Became a gifted song writer over time
- Died in 2001

Ringo



- The best friend of every other Beatle
- Good natured
- Had success before the others
- Grounded
- Peacekeeper
- Underrated drummer
- Brought comic relief to band
- Selfless
- Still touring at age 84

The background is a light blue collage of various business-related graphics. It includes several line charts with multiple data series, a donut chart with three segments, a bar chart with seven bars of increasing height, a radar chart with eight axes, and a partial view of a white computer keyboard on the right side. The overall aesthetic is clean and professional, typical of a corporate presentation.

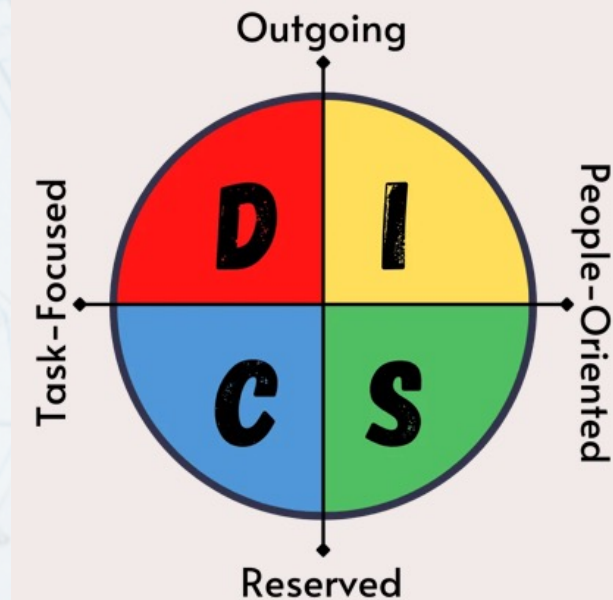
Great Teams bring  
Complimentary Strengths





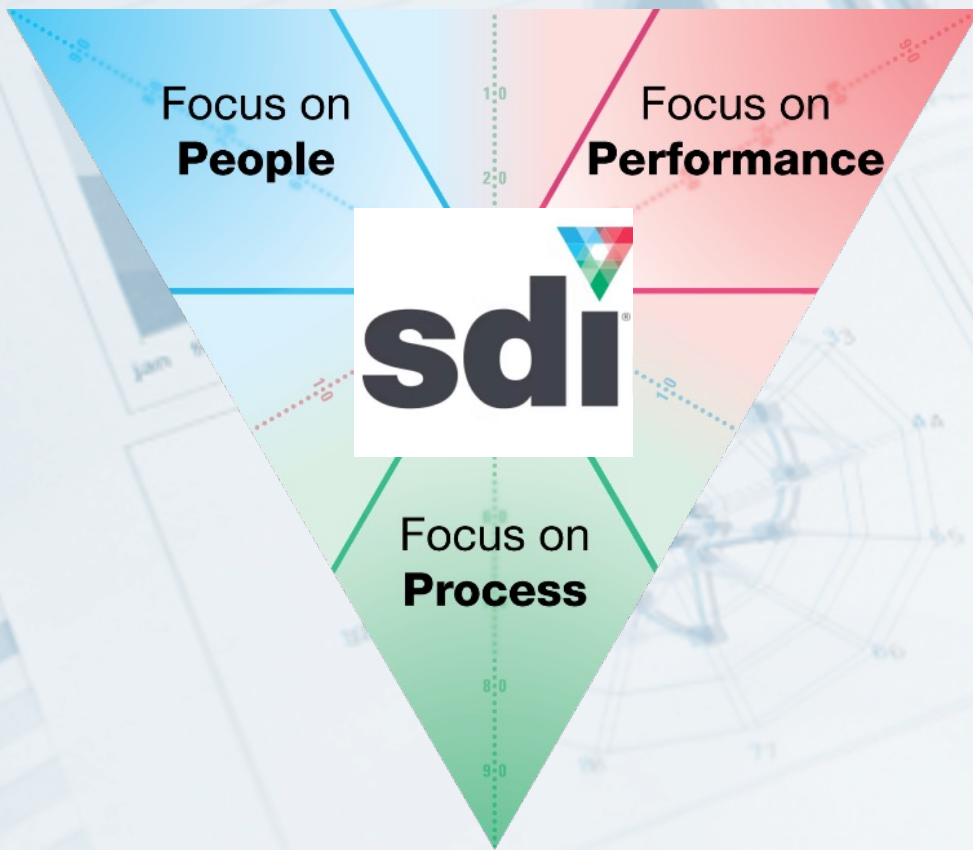
# MBTI

<b>ENFJ</b> <b>Teacher</b> <small>Smooth talking charmers, very inspiring &amp; motivational. Often large. People leaders &amp; persuaders. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>INFJ</b> <b>Counselor</b> <small>Thinkers who inspire others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>INTJ</b> <b>Mastermind</b> <small>If they say they are going to do something, they do it. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ENTJ</b> <b>Field Marshal</b> <small>Very leadership-oriented. Likely to be top executives, business people. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>
<b>ENFP</b> <b>Champion</b> <small>Enthusiastic &amp; outgoing. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>INFP</b> <b>Healer</b> <small>People who inspire others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>INTP</b> <b>Architect</b> <small>Simplest approach to problems to be solved. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ENTP</b> <b>Inventor</b> <small>Starts out working on things after another. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>
<b>ESFP</b> <b>Performer</b> <small>Number one &amp; fun and enthusiastic. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ISFP</b> <b>Composer</b> <small>Quietly harmonious with world. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ISTP</b> <b>Operator</b> <small>Ready to try anything once. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ESTP</b> <b>Promoter</b> <small>Enthusiastic &amp; outgoing. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>
<b>ESFJ</b> <b>Provider</b> <small>Needs &amp; harmonious. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ISFJ</b> <b>Protector</b> <small>Needs &amp; harmonious. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ISTJ</b> <b>Inspector</b> <small>Needs &amp; harmonious. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>	<b>ESTJ</b> <b>Supervisor</b> <small>Needs &amp; harmonious. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things. Great at inspiring others to achieve great things.</small>





# Strength Deployment Inventory<sup>®</sup>

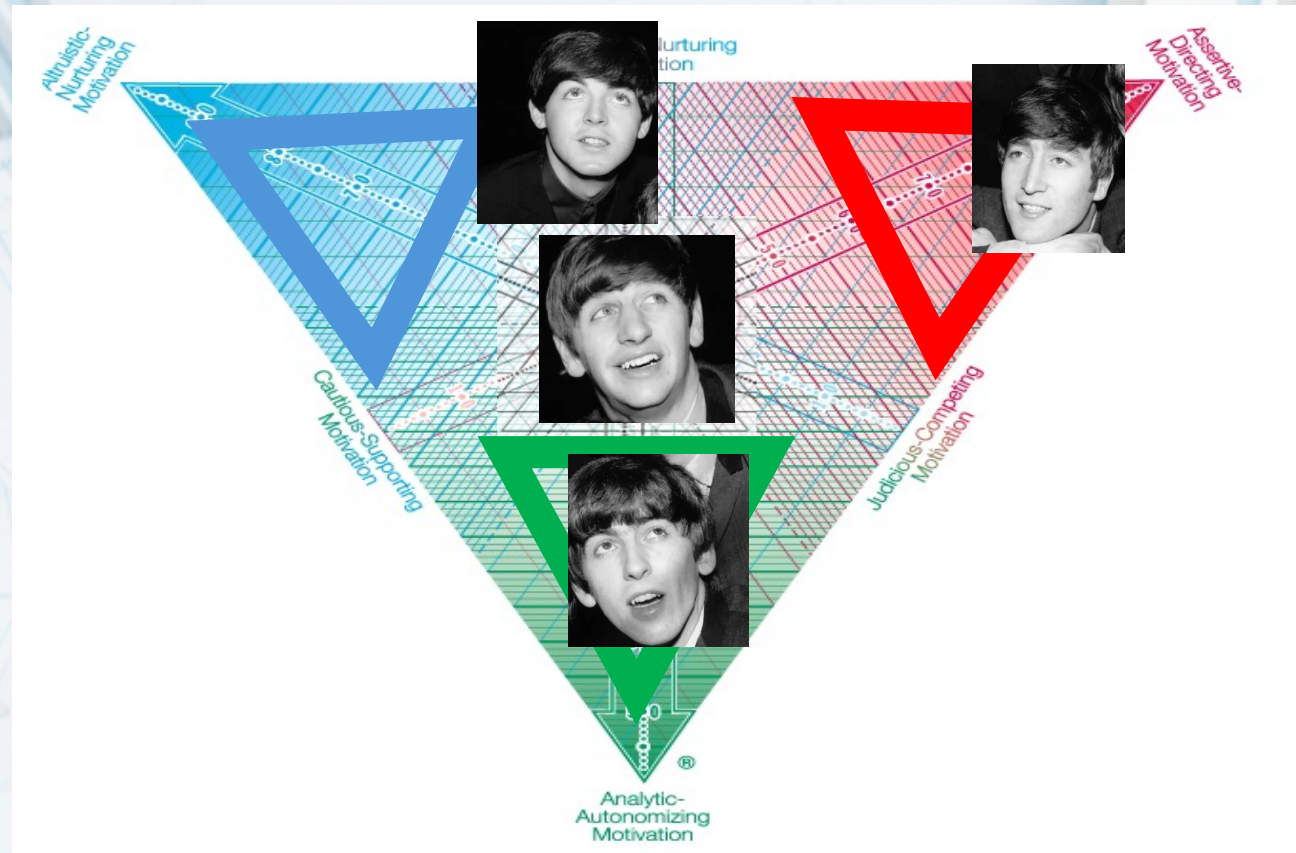




# Your Leadership Strength – SDI - Strength Deployment Inventory

- Insight into your **strengths** when relating to others

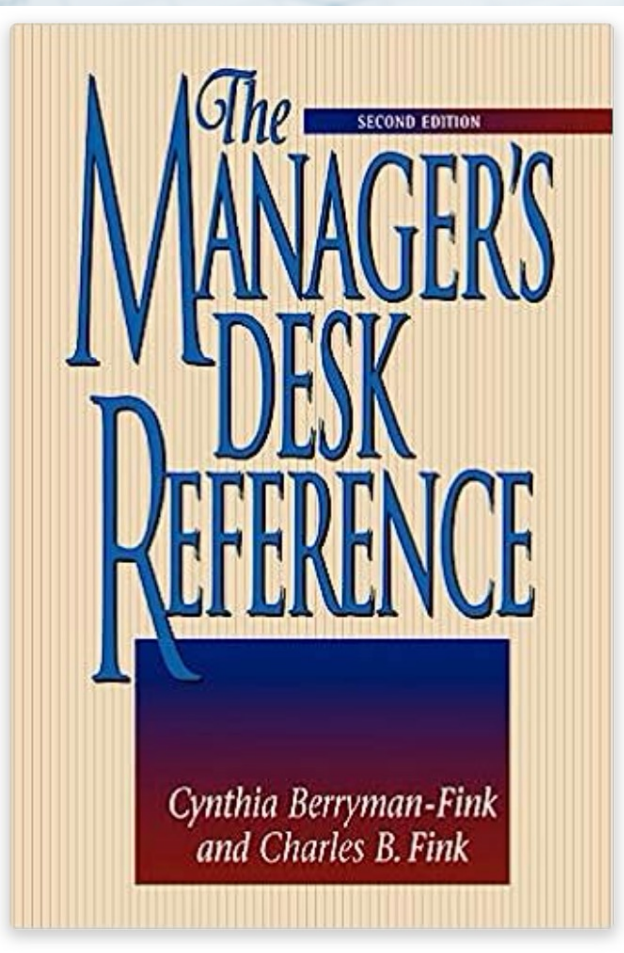
No one color or combination is 'best'.  
All have strengths and challenges



The background is a light blue collage of various business-related graphics. It includes several line charts with multiple data series, a donut chart with three segments, a bar chart with vertical bars of varying heights, a radar chart with multiple axes, and a partial view of a computer keyboard on the right side. The overall aesthetic is clean and professional, typical of a business presentation.

# Great Teams bring Complimentary **Motivational Drivers**





## The 7 Intrinsic Motivational Drivers



# Your Motivational Drivers

## Achievement

- Wants the satisfaction of accomplishments
- Wants to exercise their talents to attain success

## Autonomy

- Needs freedom and independence
- Likes to work and take responsibility for own projects

## Safety/Security

- Craves security, a steady income, health insurance, other fringe benefits

## Equity

- Wants to be treated fairly
- Will become discouraged if he/she perceives inequities

## Affiliation

- Needs connection with others
- Enjoys people; social aspect of the workplace rewarding

## Esteem

- Needs recognition and praise
- Seeks acknowledgment of accomplishments

## Authority

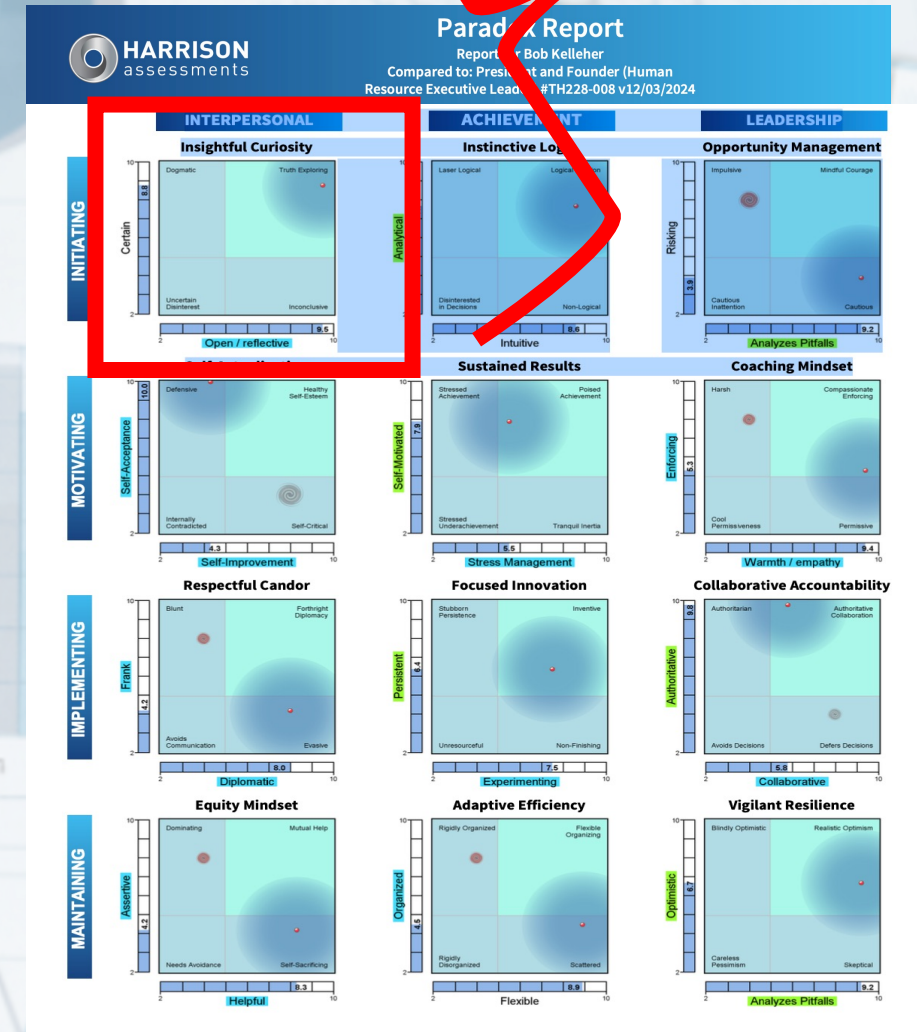
- Gets satisfaction from influencing others
- Likes to lead, and are motivated by positions of leadership.



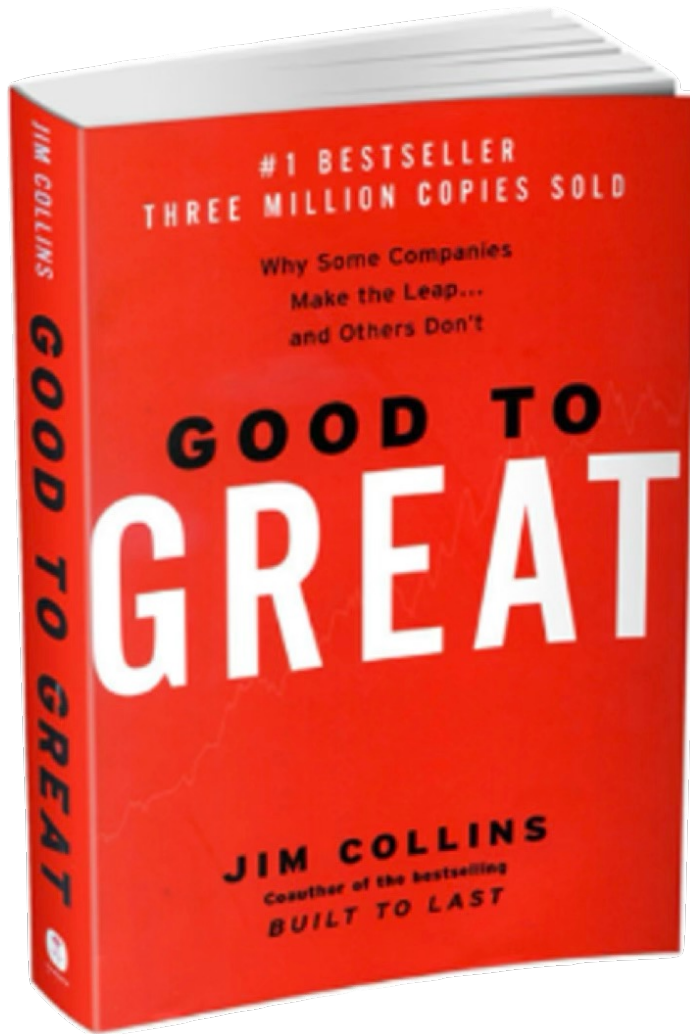
# Individual and Team Business Takeaway

Insightful  
Curiosity

- Avoid hiring people ‘who look like you’
- Do you use assessments in your business?  
If not, why not?
- Realize that colleagues with different motivations and leadership styles do not make them wrong, and / or you right.
- Leverage staff turnover as an opportunity to create some ‘balance’



Know what you don't know



*“...good leader combines both **HUMILITY** and fierce resolve. And for a leader to be seen as humble, they must be able to demonstrate **VULNERABILITY...**”*



# Seek Advice

## Individual and Team Business Takeaway

- Be open minded upon - seek input from those different than oneself
- Others often see what you don't see

*If you want to go fast, go alone;  
if you want to go far, go together*



Great teams can  
make the tough decision



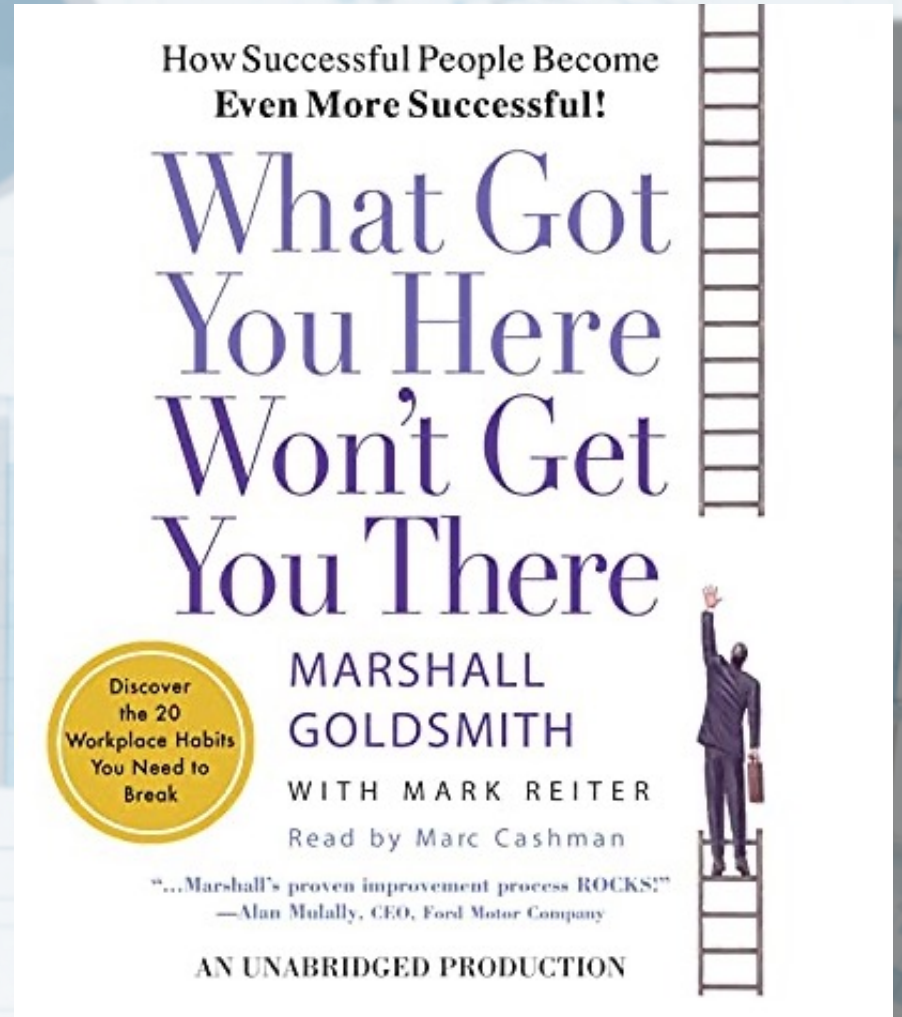
# Tough Decisions

## Individual and Team Business Takeaway

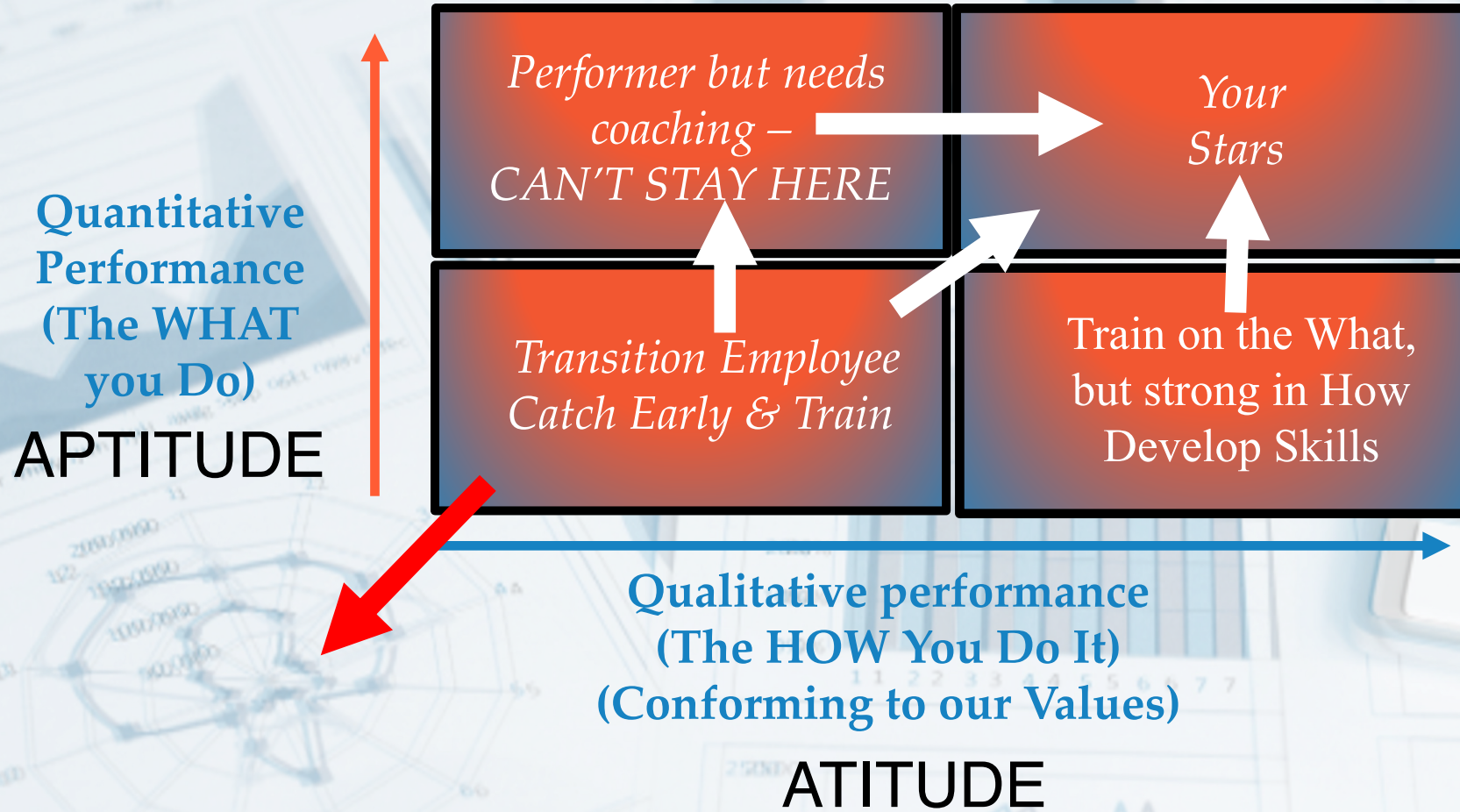
- What got you here, won't get you there\*
- Seek input from others when making a decision
- Growth occurs when you're uncomfortable
- Some members of a team will never fit

*It is important to get the right people on the bus and the wrong people off the bus”*

*Jim Collins, Author of Good to Great*



# The Magic Matrix



Successful teams must **Change,**  
**Evolve,** and **Adapt**



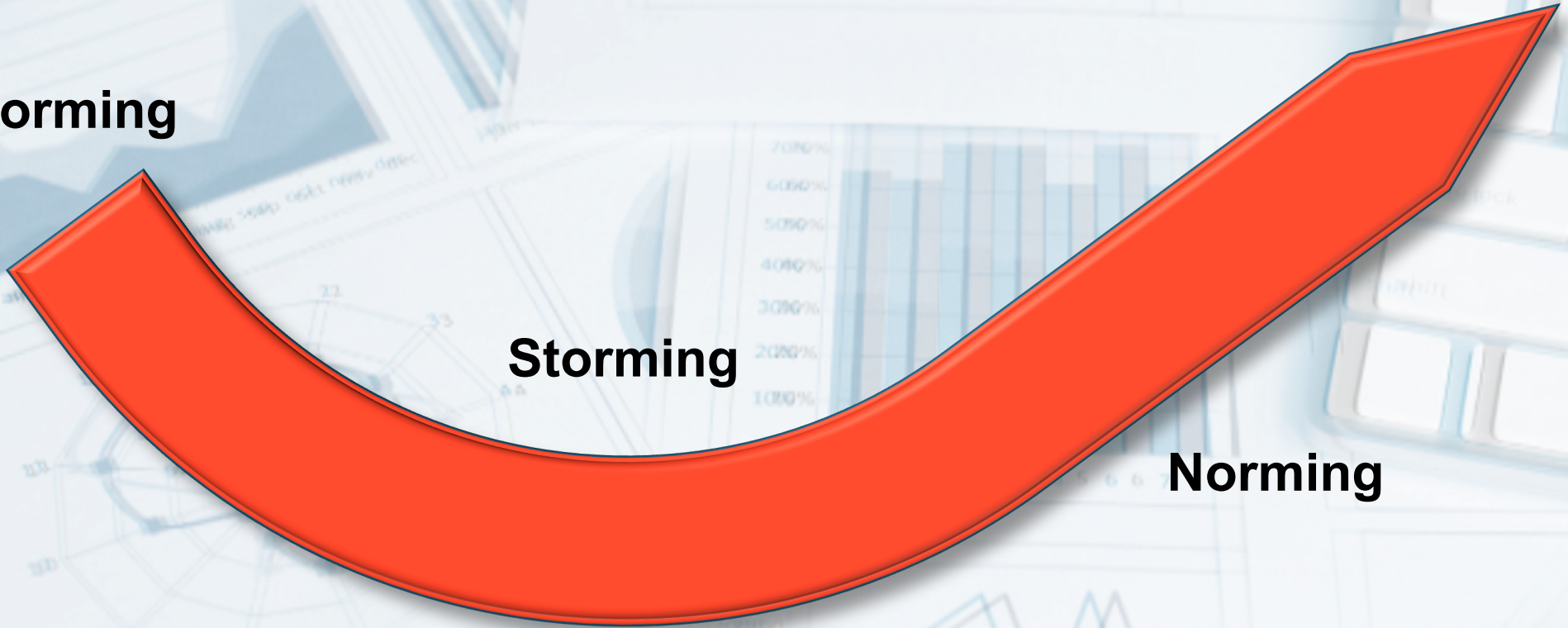
# Team Evolution

**Forming**

**Storming**

**Norming**

**Performing**

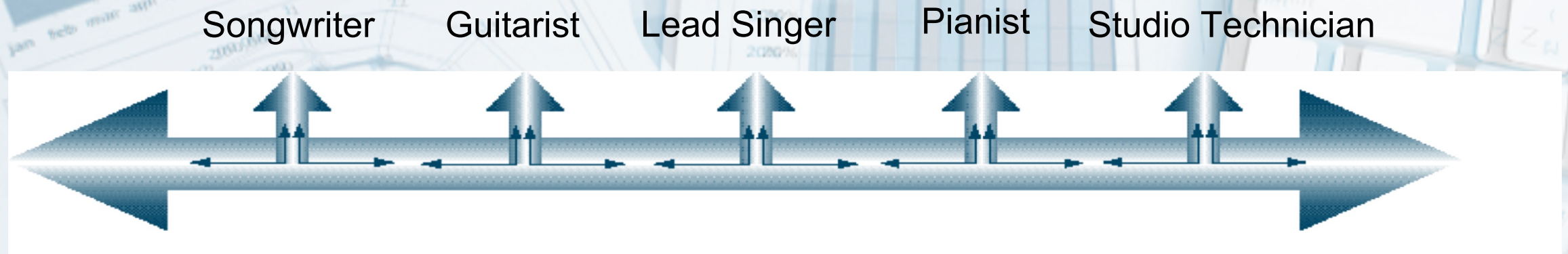


# Succession Planning



Make other career options attractive

## Career Mosaic Model





# Self Development

***“Green will grow...  
ripe will rot.”***

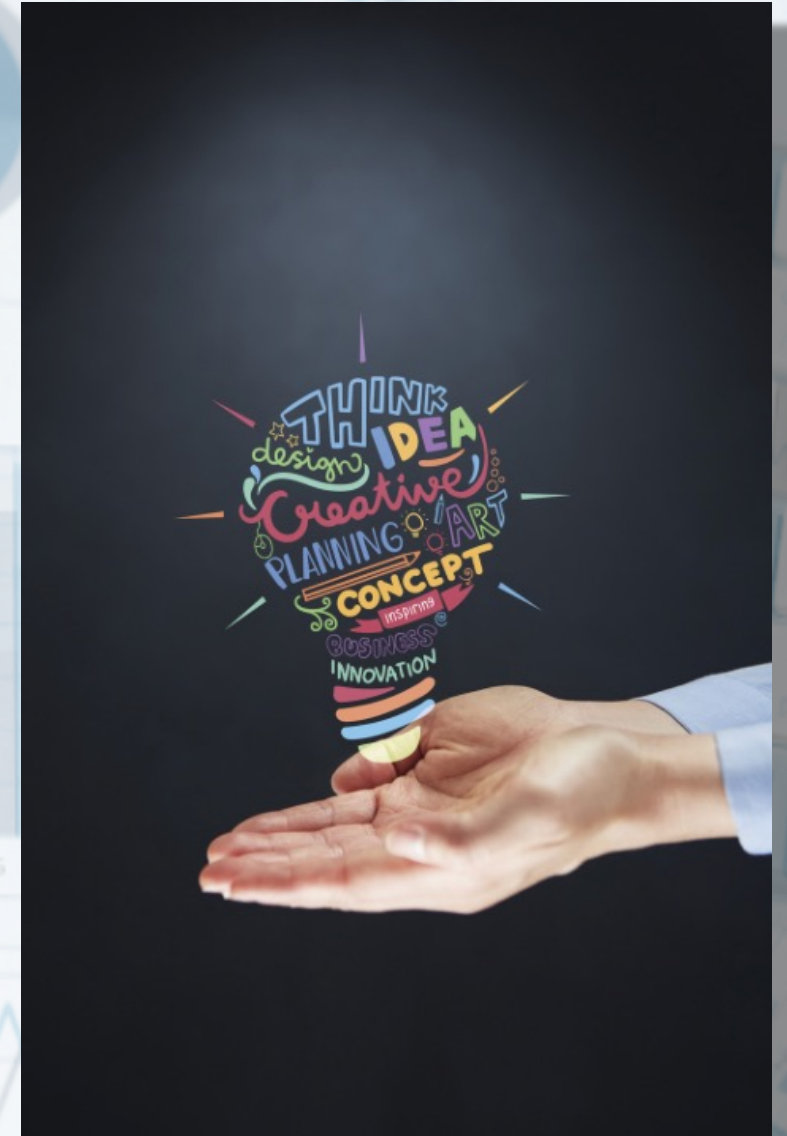






# Innovation- Succession Planning

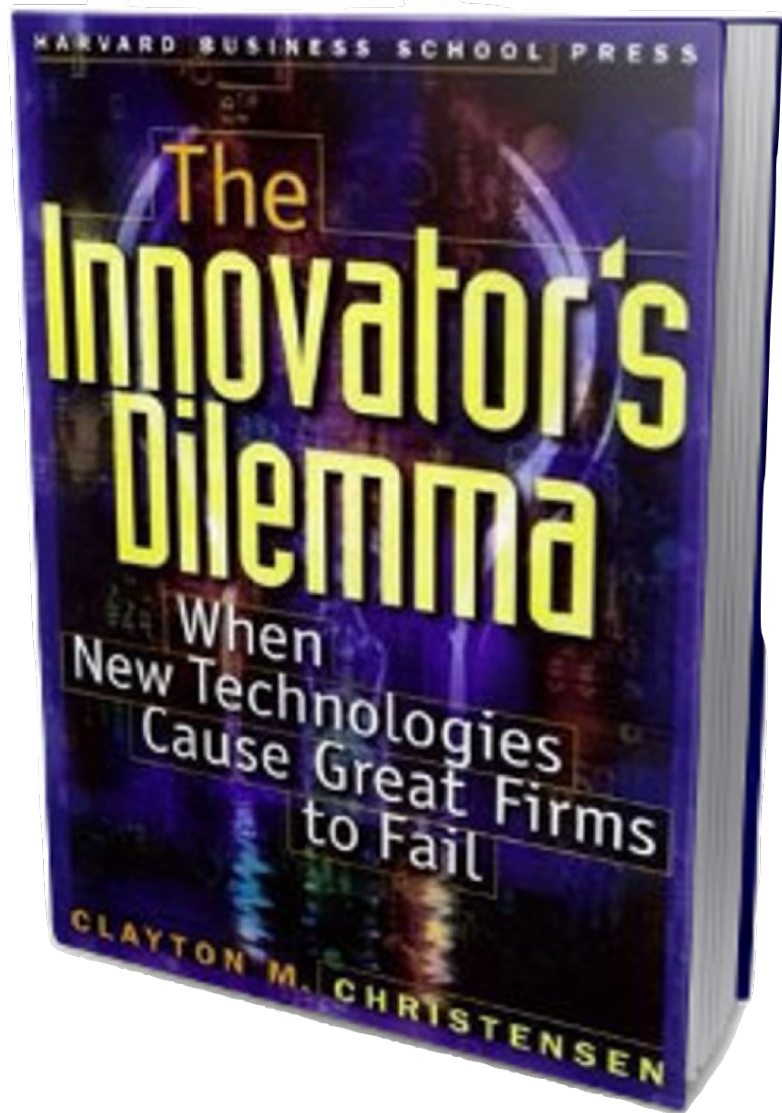
- Marry succession planning and leadership development
- Start at the top, install a process in which the CEO and his/her direct reports participate first by completing a succession plan annually
- Insert a succession planning section within every performance appraisal form and discussion
- Promote people BEFORE you think you have or need to (or others will)



### 3. Innovation



# Out of the Box (Disruptive Innovation)



***“When New Technologies  
or Upstarts Cause  
Great Companies to Fail”***

**Clayton Christensen  
Harvard Business School**

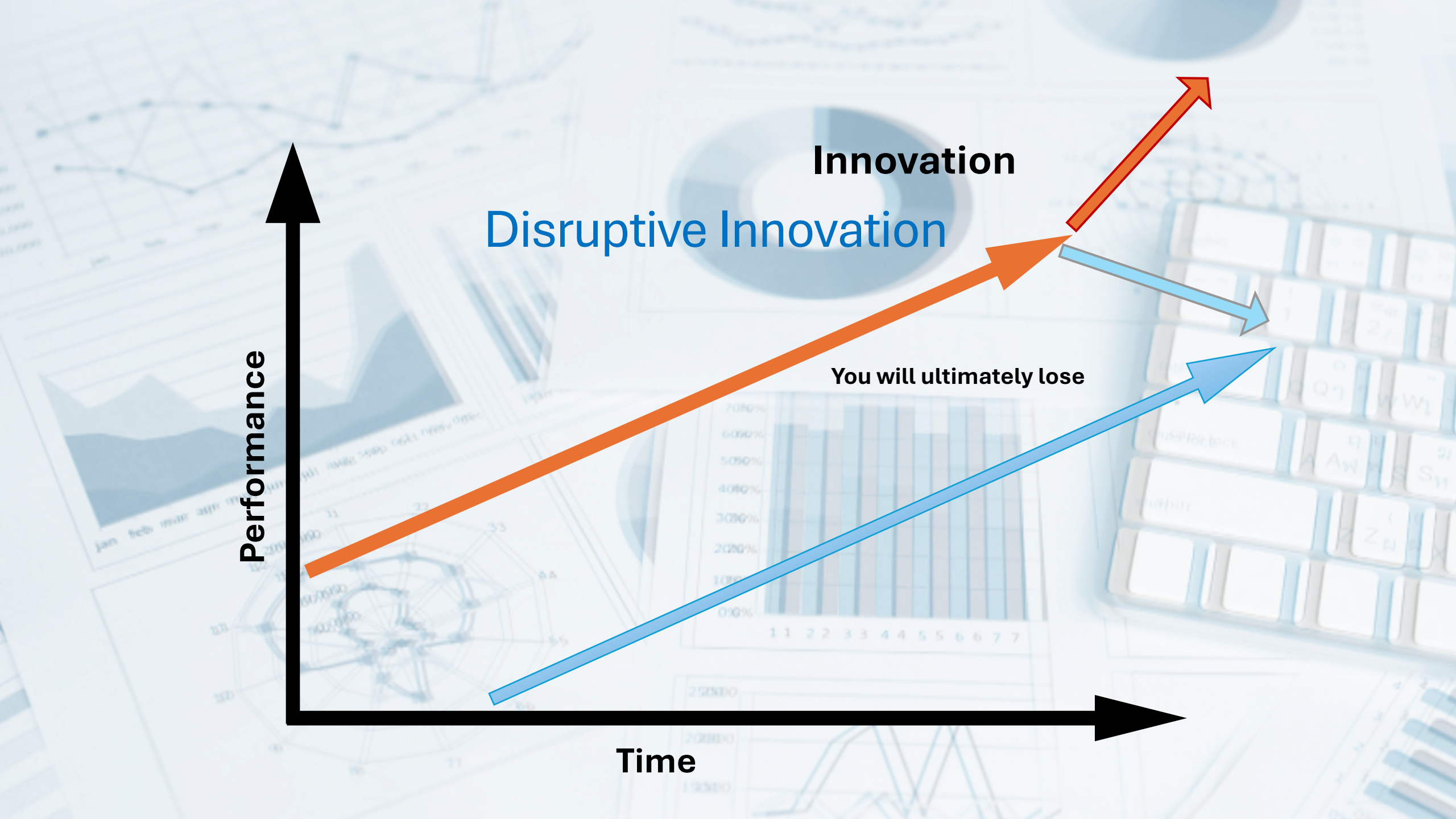
Performance

Time

Disruptive Innovation

Innovation

You will ultimately lose



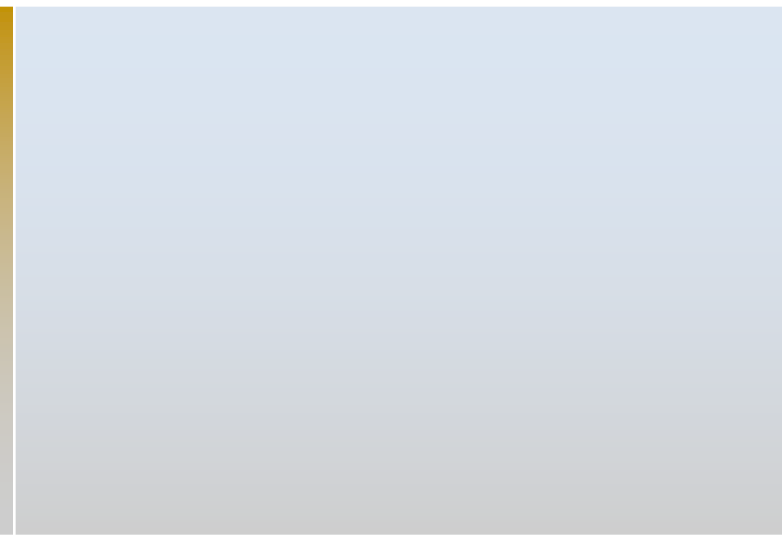
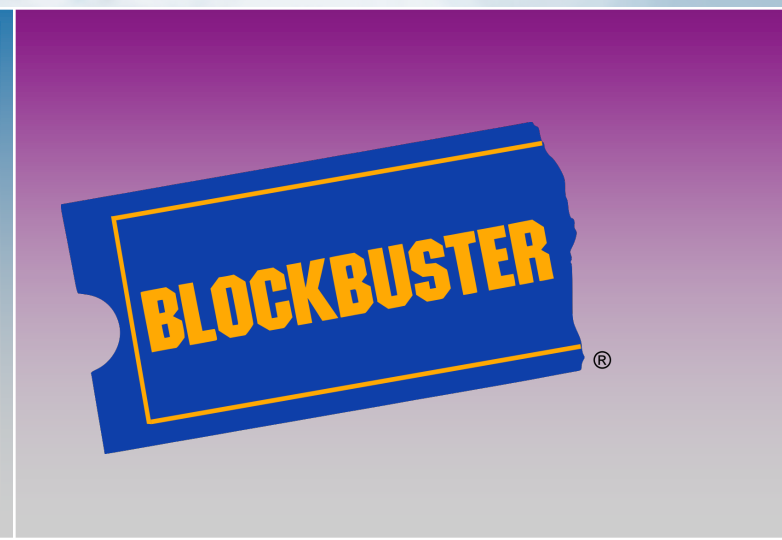




Wow

Creativity

Same ol'



Focus on Today

Sustainability

Focus on Tomorrow



Musically Disruptive

How can you be  
Innovatively Disruptive?

In your career?

In your firm?

Where We Spend Most of our Time

\*  
Where  
Greatness  
Happens



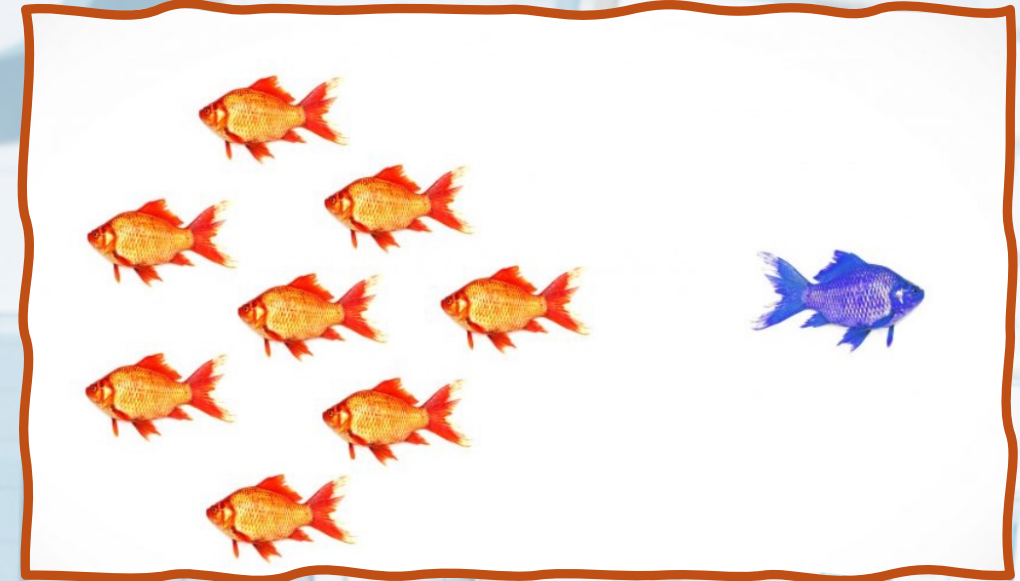
Moved from In-person Concerts ... **to Studios**



# Innovation-

## Individual and Team Business Takeaway

- Do you work for an innovative organization?
- Is your HR department cutting edge or 'same ol same ol'?
- Put in place an "Idea / Innovation" solicitation process or program
- Install a job rotation program for new graduates
- Encourage horizontal transfers
- Establish a % goal of promotions should come from outside the host department and / or outside the organization and / or outside the industry



Embracing Technology

First Global Closed Circuit TV episode

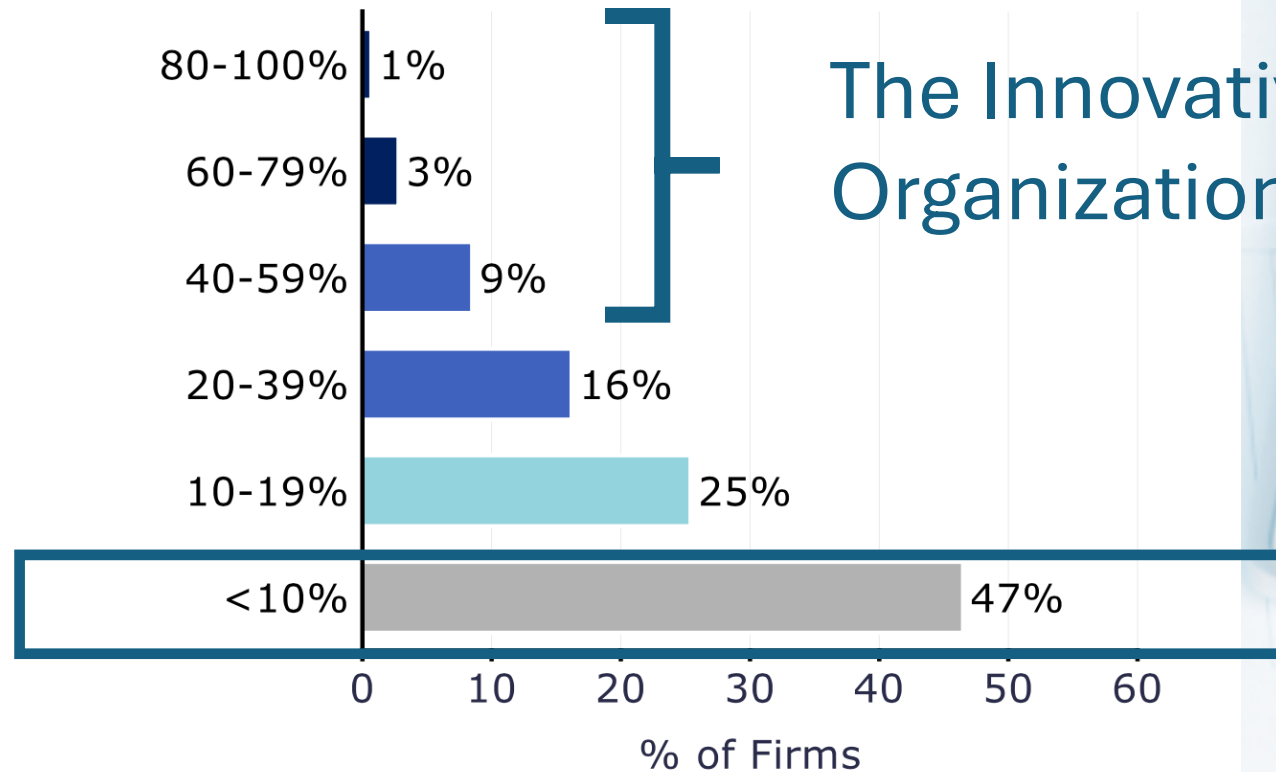
Recorded on June 25, 1967 to  
400 million viewers in 24 countries



# Embracing Technology

## Individual and Team Business Takeaway

**What % of Your Firm's Employees use AI in their Daily Work?**



Source: 2024 EFCG CEO Survey, 2024 EFCG Rising Leaders Conference

Caution: GenAI  
may save time,  
but it may also  
eliminate jobs

79%

believe that AI and GenAI will  
profoundly transform their  
jobs, up from 75% in 2023

42%

think that their job might  
not exist in the next decade,  
up from 36% in 2023

Sources: AI at Work (2024), n = 13,102; AI at Work (2023), n = 12,898; BCG analysis.

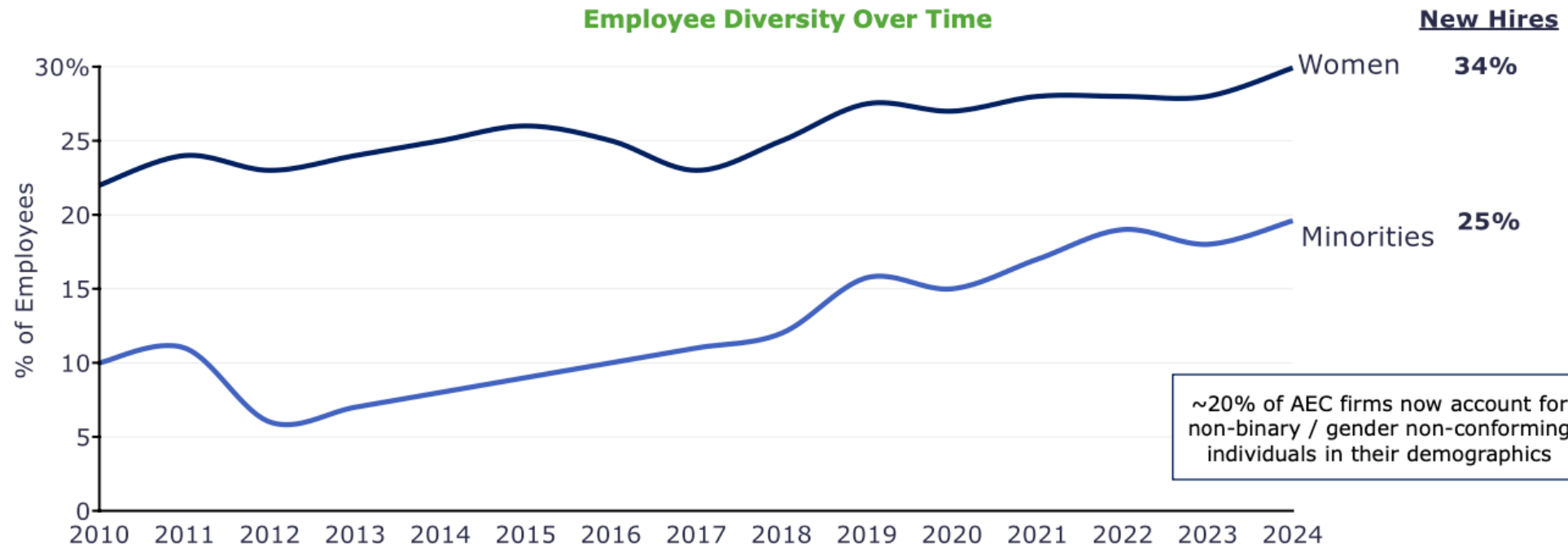
# DEI Leadership



## Diversity In Our Industry Improving (Slowly)



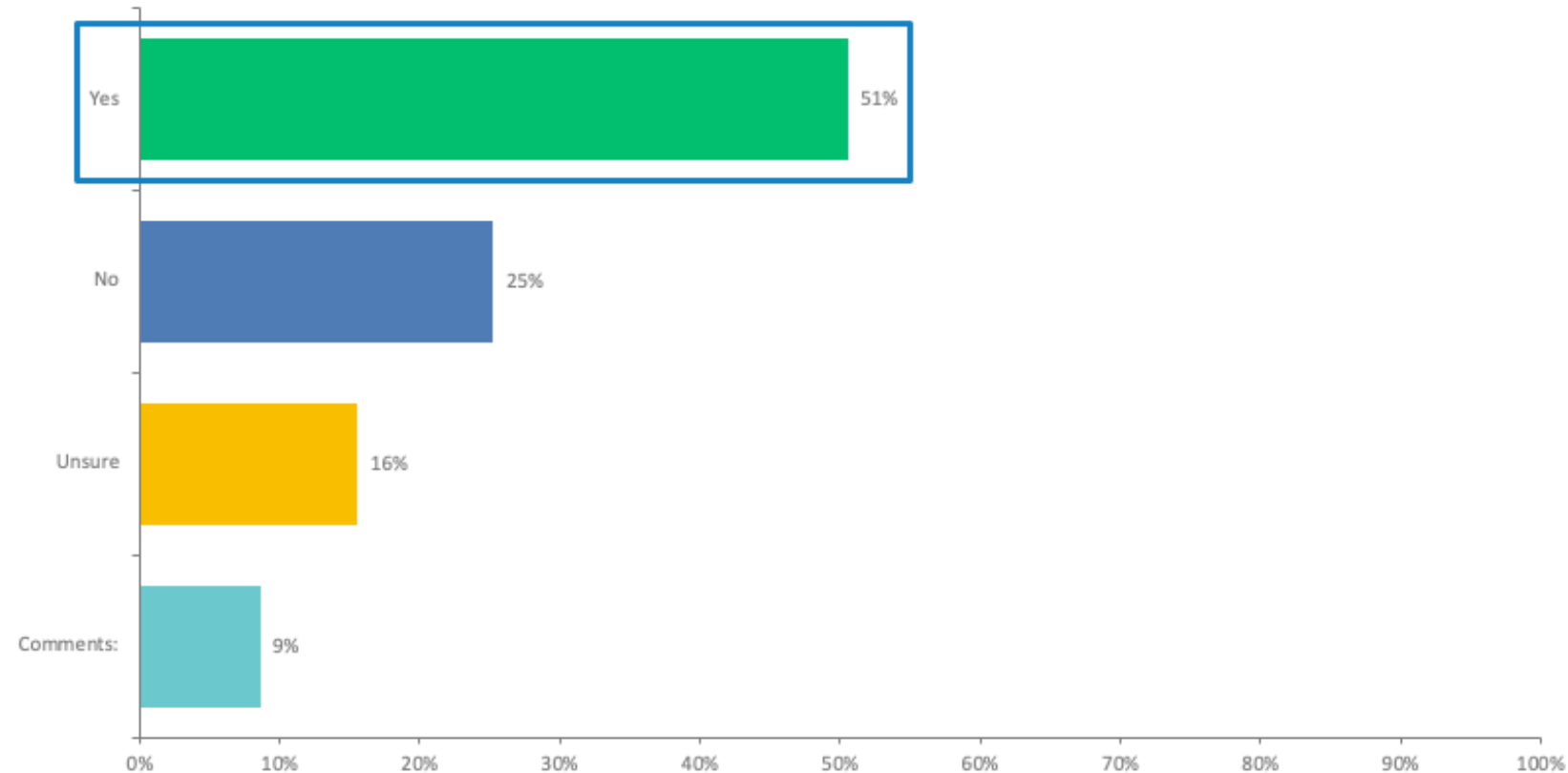
Our industry has made some progress on diversity over the last fifteen years – women are now ~30% of employees and minorities are ~20% of employees. New hire numbers are higher, but it will take time to move the needle.



Source: 2010 – 2024 EFCG CEO Surveys; Note – diversity metrics coming out of CEO surveys (n = 250, with more small firms) are lower than HR surveys

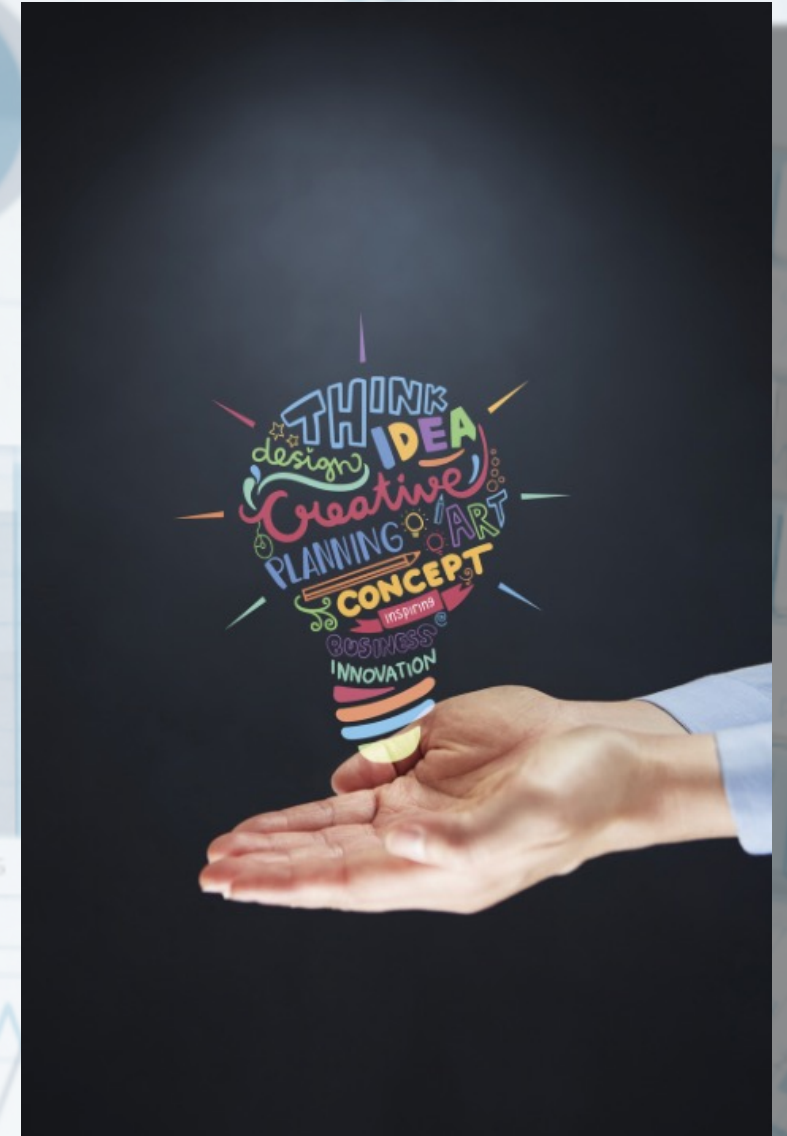
## Q11: Has your organization made (or planning to) diversity, equity, and inclusion (DEI) a priority?

Master text style



## Individual and Team Business Takeaway

- Be authentic – don't launch a 'flavor of the month' program
- Stay true to your core values
- Continue to embrace diversity of thought and diverse teams
- Avoid turning a strategic necessity into political posturing
- **YOU are your firm's cultural stewards**





Lastly,  
The 3 Circles of  
Personal and Professional Engagement

Paul must like his job

What they  
like to do

**An Engaged  
Employee**

What  
they're  
good at

