

HOW TO LEAD WITHOUT A TITLE

Presented by Kyler Shumway, PsyD, and Daniel Wendler, PsyD



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Who are these guys?



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Daniel Wendler, PsyD



- Postdoctoral Fellow, Deep Eddy Psychotherapy
- Founder of [ImproveYourSocialSkills.com](https://www.improveyoursocialskills.com)
- Founder of [MarketingForTherapists.org](https://www.marketingfortherapists.org)
- Author of three books
- Two-time TEDx speaker



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Kyler Shumway, PsyD



- Postdoctoral Fellow, Deep Eddy Psychotherapy
- Founder of KeynoteTherapist.com
- SEO Content Director, MarketingForTherapists.org
- Author of two books
- Almost gave a TEDx talk 😞



Our Road Map



Leadership
is not about
Authority



Leadership
is not about
Control



Leadership
is not about
Career





Leadership
is not about
Authority

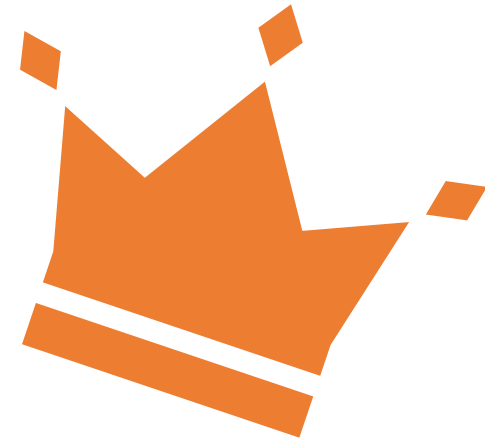


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The Problem with Formal Authority

- Assumptions about leadership
- Privilege and symbols of authority
- We can all contribute



*“There is one thing stronger
than all the armies in the world,
and that is **an idea**
whose time has come.”*

- Victor Hugo



How to Inspire: Writing



Start a Blog



Write a Tiny Book



Go for Broke



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How to Inspire: Advocacy



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How to Inspire:
Start Something



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Leadership is not about
having authority,
it's about **inspiring** others



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Our Road Map



Leadership
is about
Inspiration

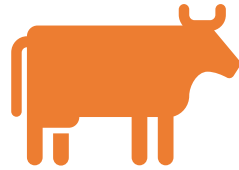


Leadership
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People are not cows



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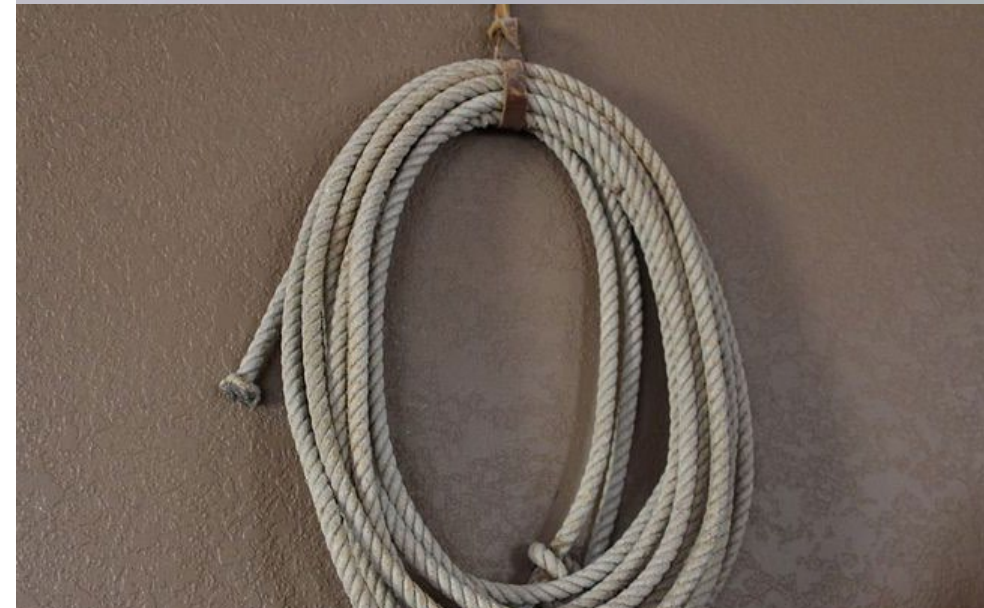
THEORY X

People are dumb, incompetent,
and lazy

So, use a lasso or a bucket of
marshmallows



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THEORY Y

People are ambitious, self-motivated, and proud of accomplishment

Empower, encourage, and support them



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The X Tendency



*“In my early professional years I was asking the question:
How can I treat, or cure, or change this person?”*

Now I would phrase the question in this way:

*How can I **provide a relationship** which this person may use
for his own personal growth?”*

— Carl R. Rogers



How to Actualize: Be the First Follower



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YouTube

how to start a movement ted talk



1:40 / 5:41

How to start a movement | Derek Sivers

1,250,222 views • Apr 1, 2010

8.2K 207 SHARE SAVE

TED 17.6M subscribers

SUBSCRIBE

How to Actualize: Be Someone's Samwise



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The Lord of the Rings: The Return of the King. (2003). Screenshot. Middle Earth Enterprises.

How to Actualize: Be Someone's Samwise



Offer Support



Fill the Gap



Loyal to the Person



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How to Actualize: Stand for What's Right



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Leadership is not about
having control,
it's about **actualizing** others



Our Road Map



Leadership
is about
Inspiration



Leadership
is about
Actualizing



Leadership
is not about
Career





Leadership
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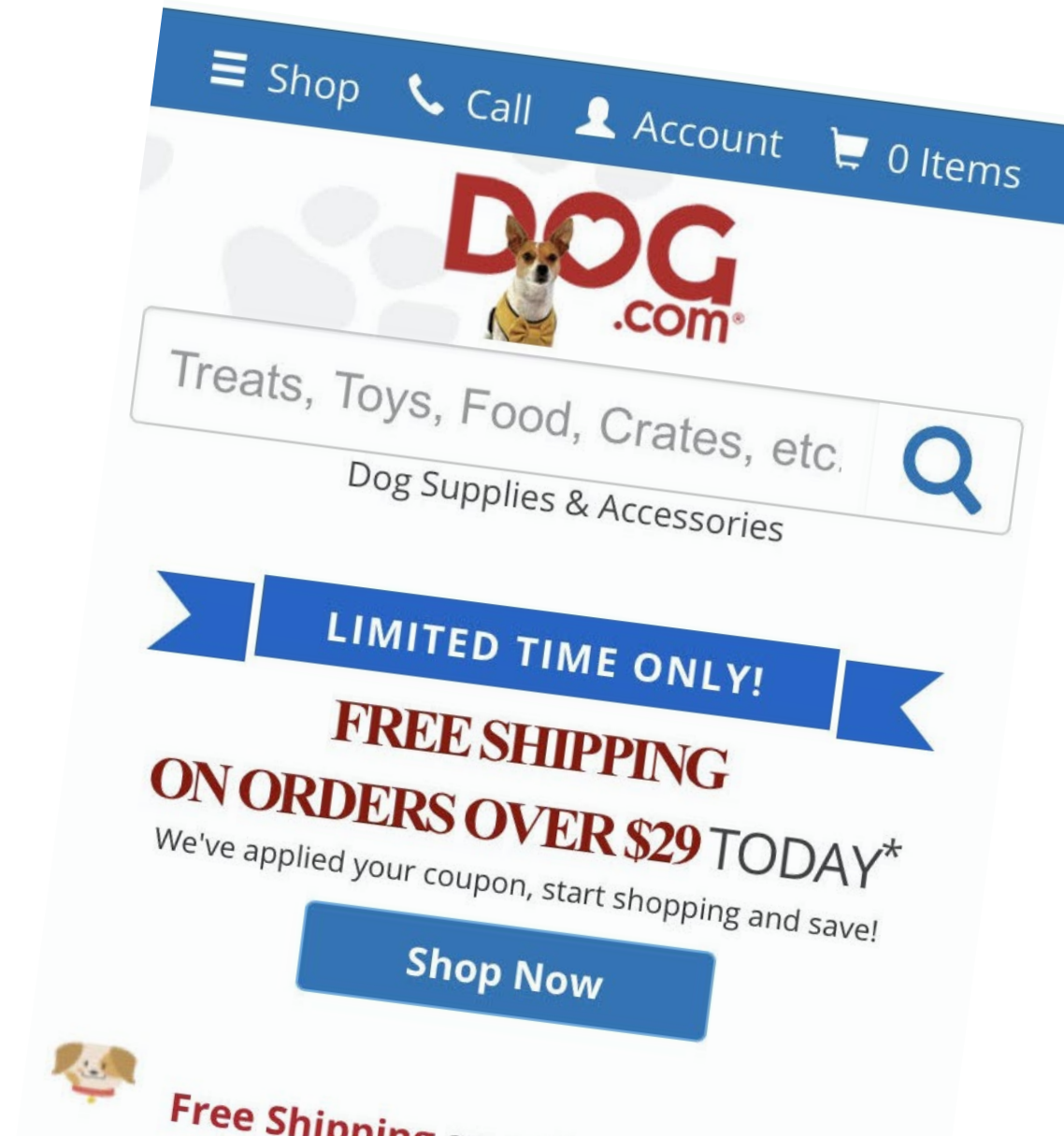




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Leadership is not about
career success,
it's about **your life**



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“You rarely have time for everything you want in this life, so you need to make choices.

*And hopefully your choices can come from a deep sense of **who you are.**”*

— Fred Rogers



How to Find Yourself: Be The Wounded Healer

- Think back on your story
- Notice the places of hardship or pain
- Share your story, offer insight, join a cause



How to Find Yourself: Be the Best of Both Worlds



How to Find Yourself: Find Your Other Half



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Beliefs that Hold Us Back

- I'm not special or important
- I don't have any good ideas
- I'm just a student/novice



Beliefs that Hold Us Back

- I'm not special or important
- I don't have any good ideas
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I'm not special or important...
but I can still make a difference



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I don't have any good ideas... *yet.*



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I'm just a student/novice...
but everyone starts somewhere.



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Start somewhere

Don't wait for a title

Inspire Actualize Live



Questions?

Please submit questions and comments!

We will be answering these throughout the convention.



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APA 2020 | *Supercharge* Your Presence: How to Lead Without a Title

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