



## LEADER'S DIGEST



*“Education comes and goes but **learning** stays.”*

Linda Liukas

### HOW TO MAKE BETTER DECISIONS

People who perceive life being a series of events that happens to us have a reactive mindset. Whereas those with an ownership mindset think that life is a series of decisions we make and the events in our lives happen because of those decisions.

So, how can we make better decisions?

Suzy Welch, a best-selling author and business journalist, has come up with an interesting concept to help in decision-making: the 10-10-10 technique. In short, it means that with every decision, you consider what are the consequences in 10 minutes, in 10 months, and in 10 years.

Sounds simple, right? It is, and according to many people it also works. [Read more about Welch's idea from our blog.](#)

READ THE ARTICLE

### RE-ENGAGING WITH OUR INNATE CREATIVITY

Can anyone be creative? Yes, at least according to Abigail Posner, the director of BrandUnit (Google's creative think tank for agencies and brands). At Oslo Business Forum 2018 she shared her tips on cracking creativity.

First, find out what motivates your audience. Then, look for links by combining different worlds. Third, get diversity in your team. And finally, discover what is it that you truly stand for and connect it with your message.



[Watch the full keynote for Posner's insights.](#) (Available until 6 April.)

WATCH THE VIDEO

### LATEST ARTICLE BY



“Now technology enables pretty much anything and the ability to innovate has become the weakest link. So many organizations struggle – sometimes for a lack of ideas, but more often to bring the ideas within their organization out to the market,” says Genevieve Fry, Business Development Director, Fjord Copenhagen.

[Read more from Nordic Business Report.](#)

READ NORDIC BUSINESS REPORT

### HOW TO MASTER DIFFICULT CONVERSATIONS

One of the most common issues leaders around the world struggle with is difficult conversations. Our latest podcast episode features Sheila Heen, a Harvard lecturer, who shares a few valuable insights related to difficult discussions and feedback.

To give you one of her tips already: don't try to have difficult conversations by email. “Email isn't actually dialogue. Email is serial monologue,” says Heen.

[Listen to the episode on Spotify!](#)

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### WHAT INSPIRES US

“In order for people to deliver the right results, it has to be in the context of what success looks like for your organization.”

Patty McCord served as the Chief Talent Officer of Netflix for 14 years, and now, on [this recent TED video](#) she shares her ideas on how organizations should go forward in the world we live in today.



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