

# Activation



# Get ready to innovate

To kickstart the accelerator programme you're going to focus on you. The human behind the entrepreneur.

This guidebook is the start of the process to activate you and your team to do your best work. It's designed for you to examine your strengths, limitations and natural tendencies. Ultimately, this personal work is to give insight and clarity about you as an innovator.

You can expect to take around two hours to complete this workbook in full. This is not a test, there are no right or wrong answers, just your point of view.

Print out this guide and write up your notes. Or you can read on screen and use your favourite note making tools to write down your thoughts.

Bring your notes and results of the activities to the Accelerator Bootcamp so you can refer to the answers to speed up your participation and increase your contribution to building your team.



**And remember, if you get stuck or have any questions, just ask.**

[julie@justlead.co](mailto:julie@justlead.co)  
027 664 6336

# Contents

	Page
Team Activation – an overview	4
Your ambitions	7
Your startup experience so far	8
Entrepreneurially you – how do you roll as an entrepreneur?	10
Naturally you – know your natural traits and tendencies	13
Knowing you – your personal insights	15
Mapping youX – leadership that’s personal to you	16
Humanly you – what you’ll bring to your team	18
Successfully you – your goals and intentions	20
Things of note	21
And, finally.	22
Meet your Activation Coach	23

# Team Activation\*

\* activating the human skills so you can thrive on the hard work of being an accelerator team.

The opportunity to bring novel, life-altering and industry disrupting ventures into the world is exciting and inspiring. Innovation is about changing the status quo. It's a leap into the unknown and amongst uncertainty.

Daring to be a pioneer, an inventor, an innovator, an entrepreneur is a bold move. To do different, is not an easy path. The brutal truth is that human nature and the world in which you work will seemingly conspire against you.

To help you make the most of your entrepreneurial talents we want you activate your human and team building skills. That way you and your team to be inspired, creative and disciplined entrepreneurs. To do your best work and work well together means you need to hone your entrepreneurial leadership skills.

Great innovation teams run on synergy, intimacy and mutual respect. The stronger your bonds as a team, the better you'll perform. But, being human can be messy and glorious. We help you work with your deepest talents, your idiosyncrasies and imperfections – not around them.

You'll master the invisible human dynamics at the core of being an innovator. You'll hone your entrepreneurial leadership skills, so you can make smart progress and avoid the worst pitfalls being an accelerator team.

How activation works.

There are five key ways for you to activate your entrepreneurial talents and perform really well as a team.

1. Knowing yourself inside and out
2. Learning the human dynamics of being entrepreneurial
3. Designing how your team works
4. Finding your entrepreneurial flow
5. Being coached and mentored.

We've built leadership development into the accelerator in the following ways.

**Pre-Accelerator Personal Activation:** complete this Activation Guidebook to give yourself clarity of purpose and ambition as an accelerator entrepreneur. This is a self-guided tour of yourself through a mix of behavioural diagnostic and thinking exercises that will set you up to participate fully in the intensive and immersive experience of the accelerator programme. You'll understand how your personal strengths and limitations amplify and diminish your performance as an entrepreneur. In short, you'll know yourself better inside and out.

**Entrepreneurial leadership bootcamp:** you'll spend two half-days focusing on you and your team. You'll learn how to show up powerfully as member of an accelerator team and stay sane, savvy and satisfied. The bootcamp is a mix of training, coaching and co-working. You'll need

to bring your completed Activation Guide, an open mind and a willingness to participate fully to get the most from the bootcamp sessions.

The bootcamp workshops include:

1. **Entrepreneurially You:** we'll show you the human dynamics of working at pace, under pressure and how to test your creative talents to the limit so you develop yourself as you build your business. You'll learn about the neuroscience and behavioural science behind innovation and how to be emotionally and creatively agile as an entrepreneur.
2. **Tight Teaming:** because your accelerator life depends on your ability to fuse as an entrepreneurial team, you'll design ways of working so every individual raises the collective performance. You'll learn what it takes to sharpen your team's strengths through powerful co-leadership. Working together you'll decide on team fundamentals like work ethic, team talks and team practices that build a tight team.

You'll assess your team against a Tight Team Performance model that builds:

- *Team Trust* – personal rapport, trust and openness
- *Team Talks* – that are creative, constructive and candid
- *Ownership* – making decisions you stick to
- *Action* – show up and do the work
- *Results* – focus on collective a collective agenda and success.

You'll also design ways to navigate the discipline, grit and empathy required to be innovative and achieve your entrepreneurial flow. During the accelerator you'll be working in a series of sprints, so you concentrate your efforts as a team. Working this way, you should fit more into each day than you think possible and develop team working habits that allow you to do more than you think you're capable with a healthy sense of doing well and feeling great.

The bootcamp is a perfect way to draw breath, reflect and think clearly about how you're going to work as a team and what you need to make to maintain your entrepreneurial attitude, creative thinking and action-orientation.

**Leadership Performance Coaching:** being in an accelerator is like taking on an extreme form of self-development, so alongside the coaching and mentoring for your venture, you'll focus on your entrepreneurial leadership. Regular team coaching will keep you focused on your strategies for teaming and ensure team dynamics are strong for everyone. The Programme Team will provide a balance of challenge and support to help bring the best out of your team. You'll also have access to expert leadership coaches for troubleshooting and supporting teams facing particularly challenging situations.

### **Start activating now**

To start your personal activation, complete the exercises on the following pages. Take time to muse (to ponder thoughtfully) on what you're learning about yourself. Take notes. You're going to need them during bootcamp.

# Your ambitions

What drives you?

Describe in one sentence the change you wish to make in the world by being part of the upcoming accelerator.

---

---

Why is it so important to you that you do this work?

---

---

---

What is it that you personally want to (a) give and (b) get from being part of the programme?

GIVE:

---

---

GET:

---

---

# Your accelerator experience so far

## What have been the ups and downs?

Think about what it has been like since you decided to join the accelerator programme.

- / What have been the highs and lows?
- / What have been the best bits and the worst bits so far?
- / What has challenged you most personally?

Jot down your reflections along the timeline below making a note of the specific challenges and points of success you've experienced.



What has tested you most so far becoming part of the accelerator team? And, say why this was such a challenge for you.

---

---

---

What's the biggest lesson you've learned so far about becoming an innovator?

---

---

---

What does joining the accelerator mean to you? What makes it so significant for you personally and/or professionally?

---

---

---

If you could start the process of joining the team all over, what would you personally do differently?

---

---

---



# Entrepreneurially you

## How do you roll as an entrepreneur?

You've completed the Creative HQ entrepreneurial aptitude assessment. This has characterised your entrepreneurial tendencies, strengths and potential limitations. Look at the results of the assessment and reflect on the results by completing the following analysis.

Which personas were selected for you?

Primary persona:

---

Secondary persona:

---

How far do you think your entrepreneurial persona is true to you?

---

---

---

Which characteristics of your persona resonated most?

---

---

---

Which characteristics of your persona resonated the least?

---

---

---

You were given a score for each of the characteristics considered to be important to be a successful entrepreneur. You were given a score out of 100 for each of the dimensions.

List your best and worst characteristics, i.e. the five highest scores and five lowest scores.

TOP TALENTS	SCORE	POTENTIAL LIMITATIONS	SCORE
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	

How have these characteristics helped or hindered your entrepreneurial journey so far?

---

---

---

---

Which three entrepreneurial characteristics do you most want to improve during the accelerator programme?

---

---

---

What support do you most need to improve your entrepreneurial talents?

---

---

---

---

Pick one entrepreneurial dimension that you think is your special entrepreneurial talent. How could you help others looking to build this characteristic?

---

---

---

---

# Naturally you

## Know your natural traits and tendencies

Successful people know themselves intimately. They know their core strengths, behavioural traits, idiosyncrasies and imperfections. They learn to work with them and around them.

To help you know yourself better, here are some suggested personal profile assessments for you to complete. You don't need to do them all, **but definitely do the ones in the shaded boxes**. If you want to go deeper into knowing yourself, take a look at the others and choose those you think will bring you deeper insight about yourself.

Taking these quizzes will help you become crystal clear about the contribution that you'll bring to your team and how you can be a better entrepreneurial leader.

### Play to your strengths

Strengths guru, Marcus Buckingham calls a strength an activity that strengthens and energises you. He believes you can rarely turn a weakness into a strength but can take steps to stop or minimise the impact a weakness is having on you and could have on your team. Watch this video to find out more about knowing your own strengths:

<https://vimeo.com/163326512>

**HIGH5 Strengths Finder** - take the High5Test- a free strengths finder quiz that assesses recurring patterns in your thoughts, feelings, decisions and actions.

<https://high5test.com/>

You can also take an online **Strengths Finder assessment** (fee payable).

<https://www.gallupstrengthscenter.com>

**Thank you test** - Think about those times when you have made a positive difference to the people you work and live with. What is it that people most value about you and have told you so?

Your **Fascination Advantage** - learn how other people perceive you at your best. Find out how you make a first impression with people and are most influential with others.

<http://www.howtofascinate.com/>

### Hone your working habits

**Productivity style** - each of us have unique ways of thinking and working. But, so often we try to adopt ways of working that people tells us will make us more efficient and more productive. Productivity expert Carson Tate helps people know their natural working habits and productivity style. You can take a free assessment.

<http://www.carsontate.com/assessment>

**Four Tendencies Quiz** – getting to grip with your habits and natural tendencies will help you understand your own working dynamics and those of others. Gretchen Rubin’s quick and simple assessment will bring powerful insights to how you meet internal and external expectations.

[Four Behavioural Tendencies](https://www.surveygizmo.com/s3/3706759/Gretchen-Rubin-s-Quiz-The-Four-Tendencies) - <https://www.surveygizmo.com/s3/3706759/Gretchen-Rubin-s-Quiz-The-Four-Tendencies>

**Your Creative Type** – A free assessment by Adobe Create that assesses you basis habits and tendencies – how you think, how you act and how you see the world. There’s some fun graphics to enjoy!

<https://mycreativetype.com/>

## How’s your emotional intelligence

**Personality type** – it’s good to understand your personality better and how your natural tendencies impact on your life and relationships. Take one (or both if you really want) of the following free personality tests online.

[Big Five Inventory](https://www.ocf.berkeley.edu/~johnlab/bfi.htm) - <https://www.ocf.berkeley.edu/~johnlab/bfi.htm>  
[Sixteen Personalities](http://www.16personalities.com/) - <http://www.16personalities.com/>

**Emotional Agility** – The Emotional Agility Quiz gives you personalized feedback on how to be more effective with your thoughts and emotions, so you can come to your everyday choices and your life with more intention and insight. Emotional Agility helps you cultivate real thriving at work and at home.

[Toronto Empathy Questionnaire](https://psychology-tools.com/toronto-empathy-questionnaire) - <https://psychology-tools.com/toronto-empathy-questionnaire>

[Emotional Agility](http://quiz.susandavid.com/s3/eai) - <http://quiz.susandavid.com/s3/eai>

**Know your mindset** – after decades of research psychologist Carol Dweck discovered that the frame of mind that you bring to your work and life determines how much you can succeed and achieve. She coined the concept of fixed and growth mindsets. The best entrepreneurs learn and develop a growth mindset to increase their chances of success. Test your mindset and find out which you naturally have:

[Know your mindset](https://mindsetonline.com/testyourmindset/step1.php) - <https://mindsetonline.com/testyourmindset/step1.php>.

**Grit** – Psychologist Angela Duckworth has Angela has found that grit—a combination of passion and perseverance for a singularly important goal—is the hallmark of high achievers, including entrepreneurs. She’s also found scientific evidence that grit can grow. Test how strong your entrepreneurial grit is.

<https://angeladuckworth.com/grit-scale/>

## What makes you tick as a person?

**Your personal values** - To really understand what makes us tick we need to know what is truly important to us. Knowing your core values allows you to know who you are, what you hold dear, what upsets you and what sits underneath all your decisions, thoughts and actions.

Values are deeply coded into your psyche and drive your motivations, your beliefs and what makes what you think, feel and do. Knowing your values more deeply helps you identify your strengths and areas you may wish to develop more.

To help clarify what you most hold dear, take the free assessment online and complete the exercise at the end of the assessment report they will send you.

<https://www.valuescentre.com/our-products/products-individuals/personal-values-assessment-pva>



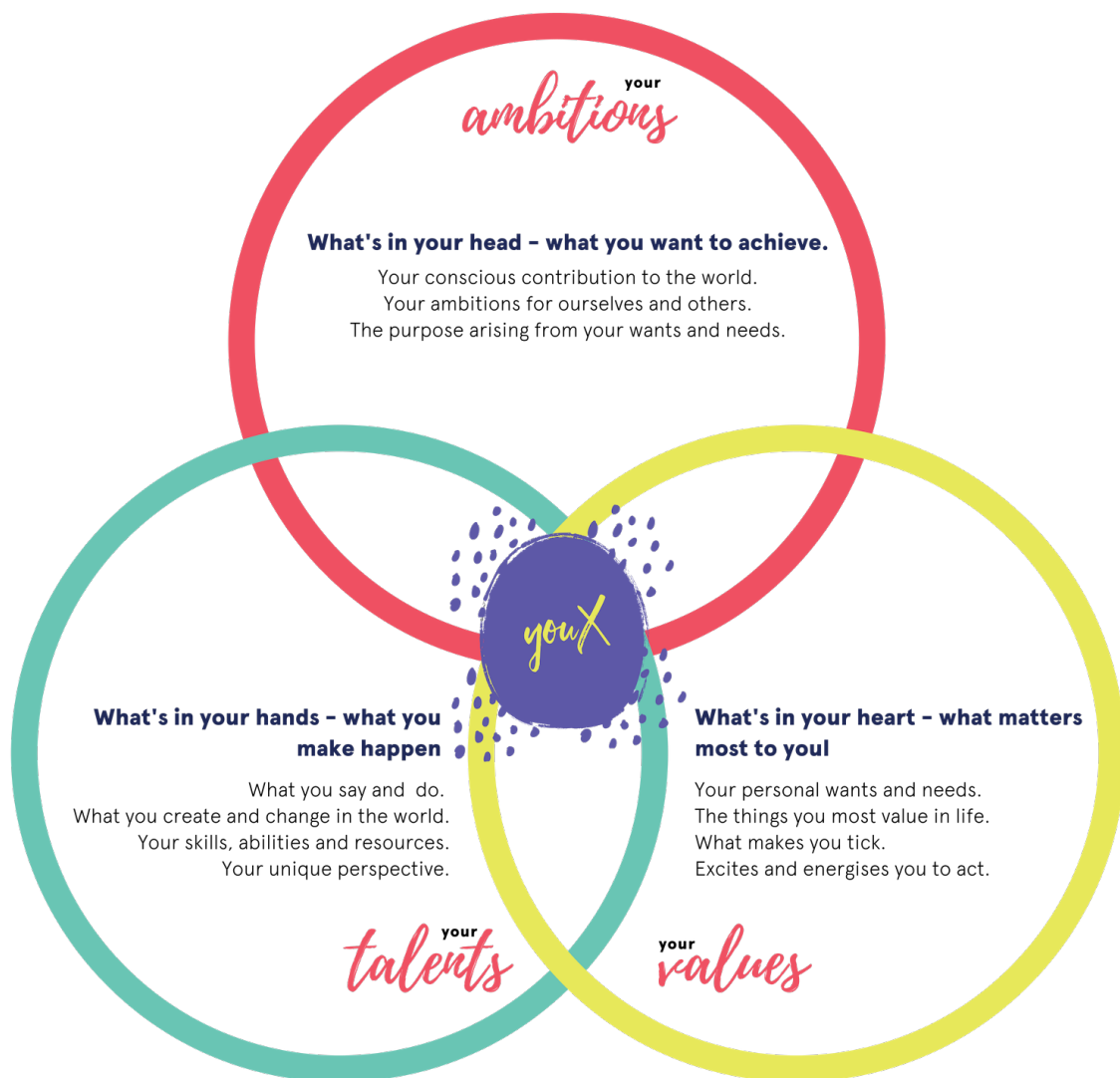
# Mapping youX

## Leadership that's uniquely you

Leadership happens when you experience it yourself, and other people experience this in you too. It's a combination of your style and the substance of what you're aiming for, what you're make happen and why this is meaningful to you. We call this youX.

Your youX leadership that's unique to you - and it's made up of three perspectives that are unique to you - your personal talents, values and ambitions. At a human level these represent what's in your head, your head and your hands.

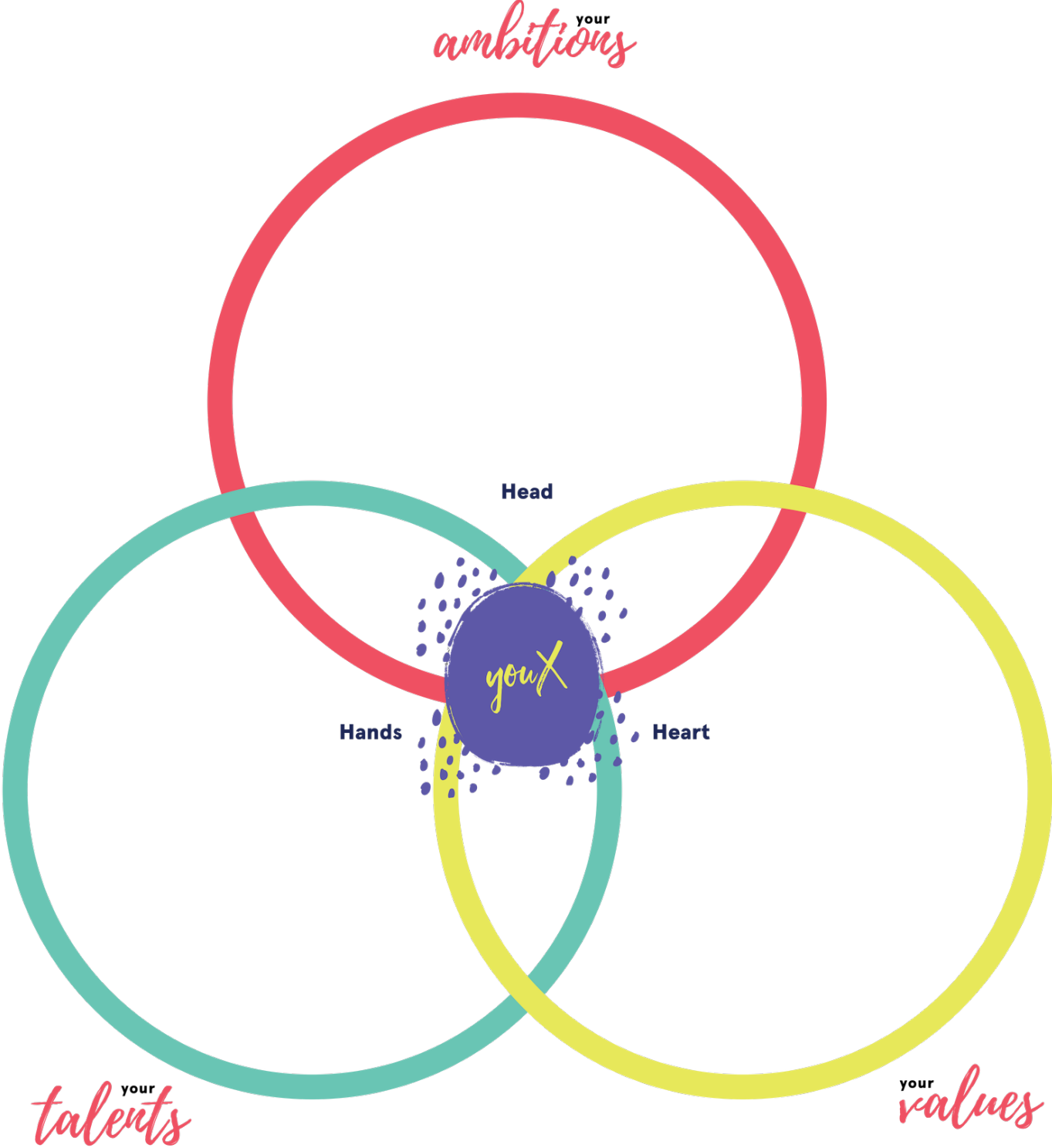
Knowing your youX means you can talk more clearly, confidently and powerfully about yourself with other people. Take a look at the model below and refer to your notes so far in this workbook. Then make notes on the next page to summarise what you wish to share with others about makes leadership personal to you.





# Map your youX

Describe your unique leadership perspective



# Humanly you

What you'll bring to your team.

Look at the results of the personal profile quizzes that you've taken and your map. What have you learned about yourself that it's important for your team to know about you?

---

---

---

What contribution to the team and its work can you be most relied on to make?

---

---

---

What are your biggest stressors or limitations that you must minimise so that you don't bring a detrimental impact on your team? This is either by avoiding it, not doing it or teaming up with others so you can improve.

---

---

---

When a team that you are part of works well, what are the essential things to have in place?

---

---

---

---

---

---

---

What else does your team need to know about you that will help the team work together well with you and multiply the team's ability to succeed?

---

---

---

---

---

---

---

# Successfully you

Your goals and intentions.

Get specific about your goals for the Accelerator Programme. Complete the following sentences to frame up your personal goals.

The Accelerator Programme will be the time that I .....

---

---

Over the course of the Accelerator I will .....

---

---

By the end of the Accelerator I intend to have .....

---

---

What I most want from the Accelerator experience is .....

---

---



# And, finally...

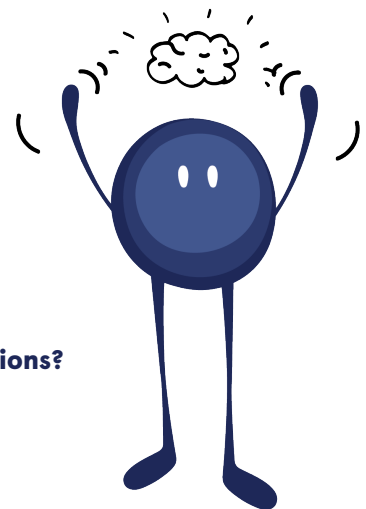
Congratulations for getting this far. If you've completed this Guidebook in full, you'll have gone a long way to activating your entrepreneurial talents and leadership.

Don't forget to bring your completed guide to the leadership workshops.

Your notes will help you give, and get, the most from the conversations.

**Still got burning questions?  
Just ask.**

[julie@justlead.co](mailto:julie@justlead.co)  
027 664 6336



# Meet your Activation Coach

## About Julie Treanor

Julie Treanor is a leadership developer, facilitator and performance coach who specialises in working with enterprising, creative and entrepreneurial people.

She is founder of Just Lead [www.justlead.co](http://www.justlead.co), a tiny company with a big message that leadership is not just for leaders, it's for everyone. Julie's out to prove that when people have the chance to shape and grow their own leadership, they usually find a way to take care of the rest.

She has coached CEOs, founders and entrepreneurs in Creative HQ Lightning Lab Accelerator programmes, including XX, Kiwibank FinTech Accelerators, Lightning Lab Electric, R9, Venture Up Accelerators and corporate innovation programmes.

As leadership expert in residence at Wellington's co-working space Biz Dojo, Julie facilitated the Collider leadership programme and trains mentors and mentees for the Xero/Biz Dojo StepUp Mentoring programme. She also works with CEOs, business owners and senior leaders of growing companies of all types and sizes.

Along with entrepreneur Natalie Sisson, Julie co-created Triple Twist supporting women entrepreneurs to grow their business through masterminding, mentoring and co-working [www.tripletwist.nz](http://www.tripletwist.nz)

Julie's a Brit turned New Zealander, with a 20-year career in the UK climbing the ranks to Executive Director level in roles spanning communications, marketing, fundraising, corporate planning and governance plus 10 years as a leadership consultant and an ICF accredited coach in New Zealand. It's fair to say, she knows leadership from the inside-out.

With an MBA specialising in creative management, knowledge management and performance management, Julie continues to research ways people can be to be humanly smart based on the latest thinking in neuroscience, behavioural economics and leadership performance.

Julie's side hustle is [The Pickery](#), a cut flower growing business she runs from home supplying bunches and buckets of flowers to local people, florist and event stylists. She's the co-founder of The Wellington Flower Collective.

Gastronomy is her other deep interest and she co-founded Food Gatherings that hosts social dining and thought-provoking events for people with an interest in great conversation over fine food and drink. Oh, and in her spare time mostly plays servant to her basset hound, Mason.



**justlead** leadership  
for humans