

LEADERSHIP HANDBOOK

# WE ARE ALL MONSTERS



A GUIDE TO NEW AGE  
LEADERSHIP

Helena Zikova



## HI, I AM HELENA

On top of being SVP of Sales for a Fortune 500 company, I wear many hats. I am a new-age leadership mentor, author, speaker and coach.

My passion is to turbocharge your leadership capability whether you consider yourself a up-and-coming leader or a seasoned professional.

I want you to become an unstoppable leader, armed with the ultimate skills and tools for challenging the status quo of today's intergenerational workplace.

Why? Because the current leadership dynamics are causing a lot of tension between the different generations.

# THE WAR OF THE GENERATIONS

There are four generations in the workplace right now and there is a lot of conflict between them. To establish New Age Leadership, it is key to learn what each one of generation brings to the table:

## **BABY BOOMERS (BORN 1945-1964)**

Have strong leadership and teamwork skills, paired with a strong work ethic and effective communication abilities

## **GENX (BORN 1965-1980)**

Known for their adaptability and resourcefulness, fostering independent work styles while ballancing technology and work-life priorities.

## **MILLENNIALS (BORN 1981-1996)**

Bring an innovation-focused mindset, coupled with the ability to swiftly adapt to change. They emphasize the importance of flexibility, teamwork and work-life integration

## **GENZ (BORN 1997-2011)**

Extensively tech-savvy, independent workers that value inclusion, integrity and authenticity. They are passionate about sustainability and inclusion.

# ABOUT ME MEET THE MONSTERS



The war of the generations is in full swing. From virtual quarrels on hashtags like #OkBoomer, #IBlameKarenFor and #HowToConfuseAMillennial, to the in-person debates on climate change, diversity and inclusion, flexible working, and many more, the situation is getting more heated by the minute. And if you are asking which side I am on, it is probably the right time to tell you that I am the Millennial poster child...

Corporate life was not easy for people like me. I have been called entitled, spoiled, difficult, unrealistic, disloyal, product of bad parenting...

I have even been called a monster.

And that was the moment when I decided to re-frame and reclaim the word... Monster.

Can I let you in on a secret? The more I studied the generational differences at the workplace the more I realized...

**WE ARE ALL MONSTERS!**



## SO I WROTE A BESTSELLING BOOK

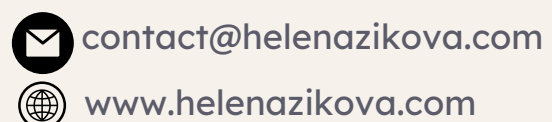
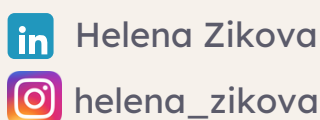
It is called “Dear Monsters: Redefining New Age Leadership for Millennials and GenZers”.

It is a guide or a working manual for young people who want to accelerate their career in the New Age. It is also a valuable book for evolving leaders who recognize that it's time to embrace a new way of empowering people. Through stories and humor, “Dear Monsters” shows us the way to a new kind of leadership. One that empowers and inspires us all to be our best selves at work.



AMAZON BESTSELLER:

- #1. BESTSELLER: WOMEN IN LEADERSHIP
- #1 BESTSELLER: LEADERSHIP AND BUSINESS
- #1 BESTSELLER: CAREER ADVICE FOR WOMEN





# MY METHOD

We are facing unprecedented challenges that need to be tackled. Climate change, Financial Inequities, Digitization, Mental health... I know this sounds bad, and I promise you there is a solution, but only if we are willing to ask the right questions.

The only way forward is for intelligent people of all ages to work together more effectively and for the Greater Good. The tool to enable this collaboration is Leadership.

But Not Just Any Leadership. New Age Leadership.

One that unites and inspires us all to do our best work.

The New Age Leadership Model uses the wisdom of the established generations, such as Baby Boomers and GenX, and builds on the unique skills of GenY and GenZ.

THERE ARE 3 SIMPLE STEPS THAT MAKE UP  
THE NEW AGE LEADERSHIP FORMULA.  
AND YOU CAN USE IT AS A  
M.A.P.

NEW AGE LEADERSHIP EXPLAINED

# THE M.A.P



To master New Age Leadership, we need to combine the teachings of all generations, put them together, and then create a new **MAP** that allows us to transform our thinking and approach.

There is a simple 3-step method:

**MINDSET** - Lead yourself, building trustful relationships, and keeping an open mind regardless of age.

**ACTIONS** - Lead results, executing with agility and speed, focusing on what truly matters and getting things done.

**PEOPLE** - Lead Others with inclusion, telling compelling stories, building your influence and presenting your authentic self to the world.

STEP ONE

# MINDSET



It always starts with you. Your mindset is the only thing you cannot outsource to somebody else.

As written in my book “Dear Monsters: Redefining New Age Leadership for Millennials and GenZers” I learned this from my first Boss. I like to call him the Good Boss. He taught me that the right mindset has to be built from a place of trust.

First, in ourselves. Then, in others. New Age Leaders possess the right mindset and can foster a culture of psychological safety.

In a recent study, over 72% of employees reported that leadership behaviors entrenched in psychological safety encouraged a positive team climate.

The only problem is: 74% of leaders are unaware of this evolving need in the workplace

Meaning... the majority of leaders are unaware of the importance of psychological safety.

How can you achieve this on your team, you may ask? Well, this part only requires doing the inner work yourself first.

The answer lies in your mindset. You could continue to climb the traditional leadership ladder OR you can create your own ladder.

Don't be limited by the past and what others may say.

## 4 HABITS TO MASTER YOUR MINDSET

Build Trust

Keep On Learning

Take Ownership of Your Life

Take Care of Yourself



## STEP TWO

# ACTIONS



After establishing the right Mindset, it is time for your actions to represent who you are. I learned these lessons the hard the way. From another boss, who I call The Bad Boss.

My Bad Boss represented the Holy Trinity of Complaining, Blaming and Shaming. Another frustrating thing about him was that he was a perfectionist.

Did you know that 92% of people are affected by perfectionism?

This stat is concerning because and 1/3 of employees are considering leaving their workplace because of perfectionist expectations that are imposed on them.

So, back to the Bad Boss. His perfectionism prevented him from getting any work done. Because he piled up work on his desk, wanting to do it perfect, but he never got to it. This frustrated me quite a lot. Little did I know that the Bad Boss was doing this out of fear. He was afraid of failing and afraid of succeeding too... So what did he do? He decided not to do anything. It was as if he had taken a vow to complete inaction.

New Age Leaders are all about rolling their metaphorical sleeves up and driving for impact. We walk the talk. We practice what we preach. In this section I provide practical steps that will help you get things done and have your results speak for you.

## 4 HABITS TO DRIVE ACTION

Lead By Example

Ditch Perfect

Get Things Done

Less is More

## STEP THREE

# PEOPLE



Only after mastering our Mindset and our Actions, it is time to focus on leading People. Taking people on a journey is the biggest superpower of New Age Leaders. In my book I write how I learned one of the most important leadership lessons from The Boss Lady. She was a real business influencer. I first saw her when she was on stage, and I immediately knew I wanted to be like her. So I asked her: What do I need to do to become a leader like you?

And she simply replied: “Helena, build influence. “

The Boss Lady taught me that being visible is not self-serving or egocentric. New Age Leaders should not shy away from putting themselves in the spotlight and speak about the good work that they do. It’s not selfish to work on your personal brand. See, when we choose to be visible, we aren’t just doing it for ourselves... we’re doing it to motivate others.

So here’s your next New Age Leadership Challenge: How can you help your people to feel more seen at work?

Enabling people to be seen and heard is a key element to bringing the different generations together on one team. This is how we can foster inter-generational inclusion at work.

## 4 HABITS TO INSPIRE PEOPLE

Buld influence

Be Inclusive

Be Authentic

It Is All About The Story



# AND FINALLY THE MONSTER SPRINKLES


All my bosses' collective knowledge taught me the previous lessons. They helped me draw the M.A.P and learn how to lead with my Mindset, Actions and People. This is the true wisdom from the Baby Boomer and GenX Generations.


But there was something missing. It was the last piece, the sprinkles on top of the fairy bread.

The final step towards your New Age Leadership journey is to learn about all the leadership behaviors that Millennials and GenZers bring to the table. I like to call them the "Monster Sprinkles". They complement the M.A.P. method and bring you the complete New Age Leadership Formula.




WANT TO LEARN MORE?  
LET'S CONNECT.

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# THE MONSTER MASTERCLASS

NEED MORE INSIGHT & SUPPORT?

“We are here to create change, but we also  
need to lead it.”

Helena Zikova

JOIN THE MONSTERS