

A painting of a face with two eyes and a decorative headband. The face is split vertically down the middle, with two distinct eyes on each side. The headband is decorated with colorful geometric shapes like squares and triangles. The background is a mix of warm orange and purple tones.

# Climbing The Spiral ©

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Breakfast talk at SPJCM, Singapore  
October 16, 2007

# A case for Thought Leadership

- A new Bloom Group study shows that “thought leadership” can boost revenue and market awareness
- Consulting firms are working hard to improve the intellectual capital in their marketing programs
- 109 consulting firms ranked ‘Strong Intellectual Capital’ as the key factor in marketing effectiveness for consulting firms

(Buday, Thiel, Buddenbaum, 2007)



# Thought Leaders on Thought Leadership

- Sheth and Sobel have said that consultants should devote energy to evolving from an expert for hire to an extraordinary advisor and moving from being a knowledge worker to a wisdom worker.





First learn to  
walk, then fly

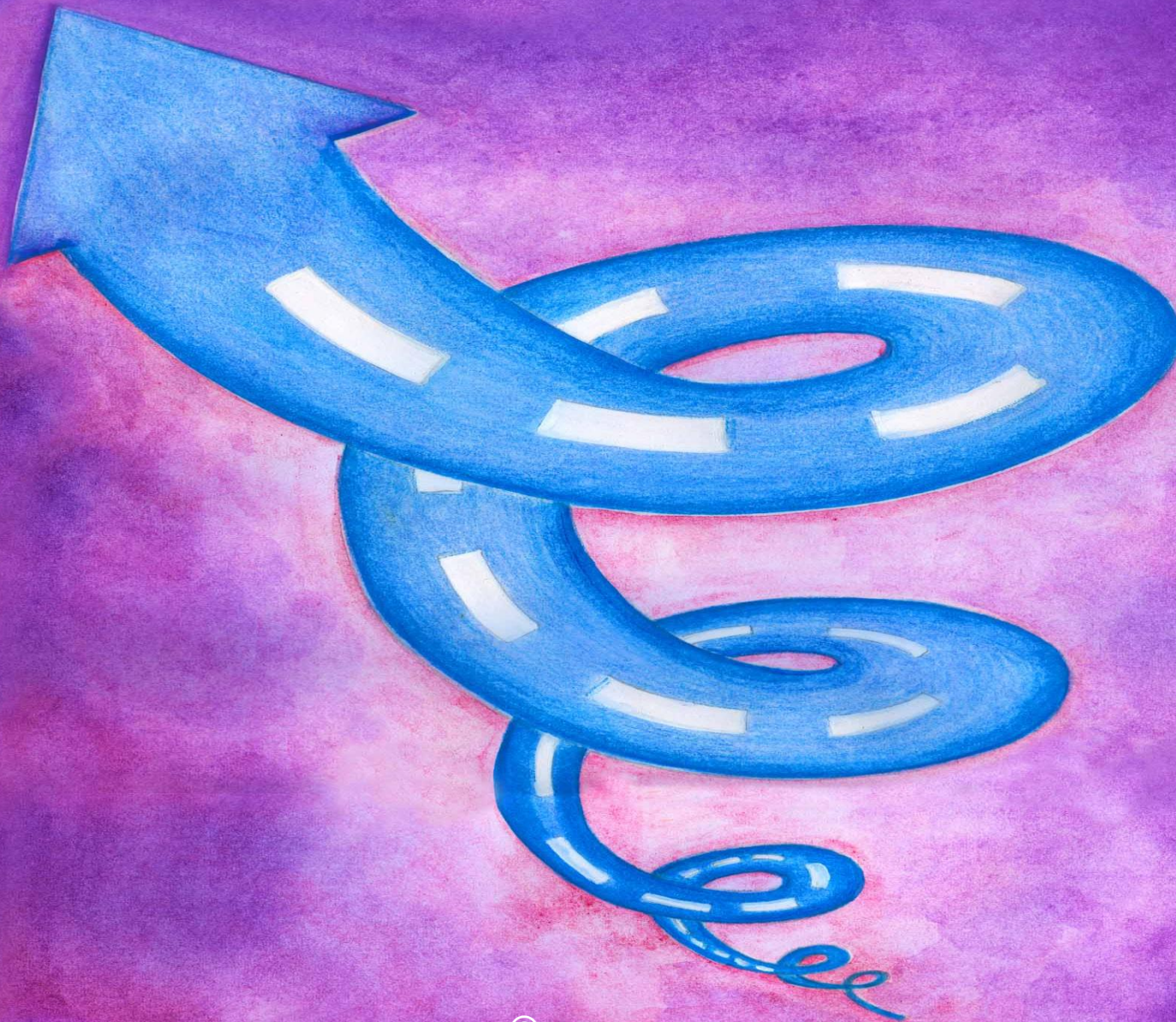
-Ancient Chinese Proverb

# Spiral Dynamics

*“the psychology of a mature human being is an unfolding emergent, oscillating, spiraling process marked by progressive subordination of older, lower-order behavior systems to newer higher-order systems as man’s existential problems change.”*

*(Clare Graves)*





# *Climbing The Spiral<sup>©</sup>*

*A road map for career professionals*



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*A road map for career professionals*

Credentials



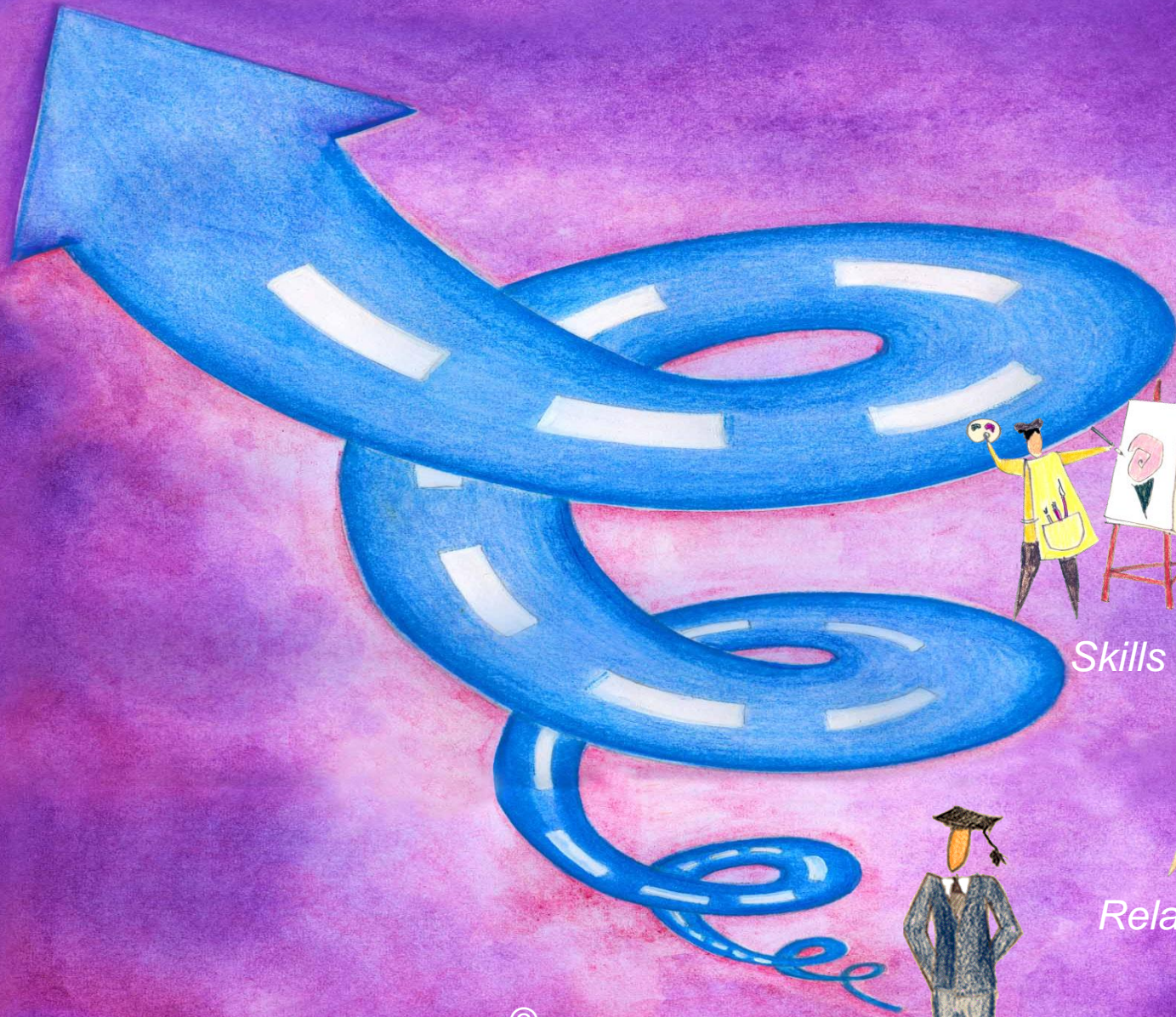
*Relationships*



*Credentials*

# *Climbing The Spiral<sup>©</sup>*

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Skills

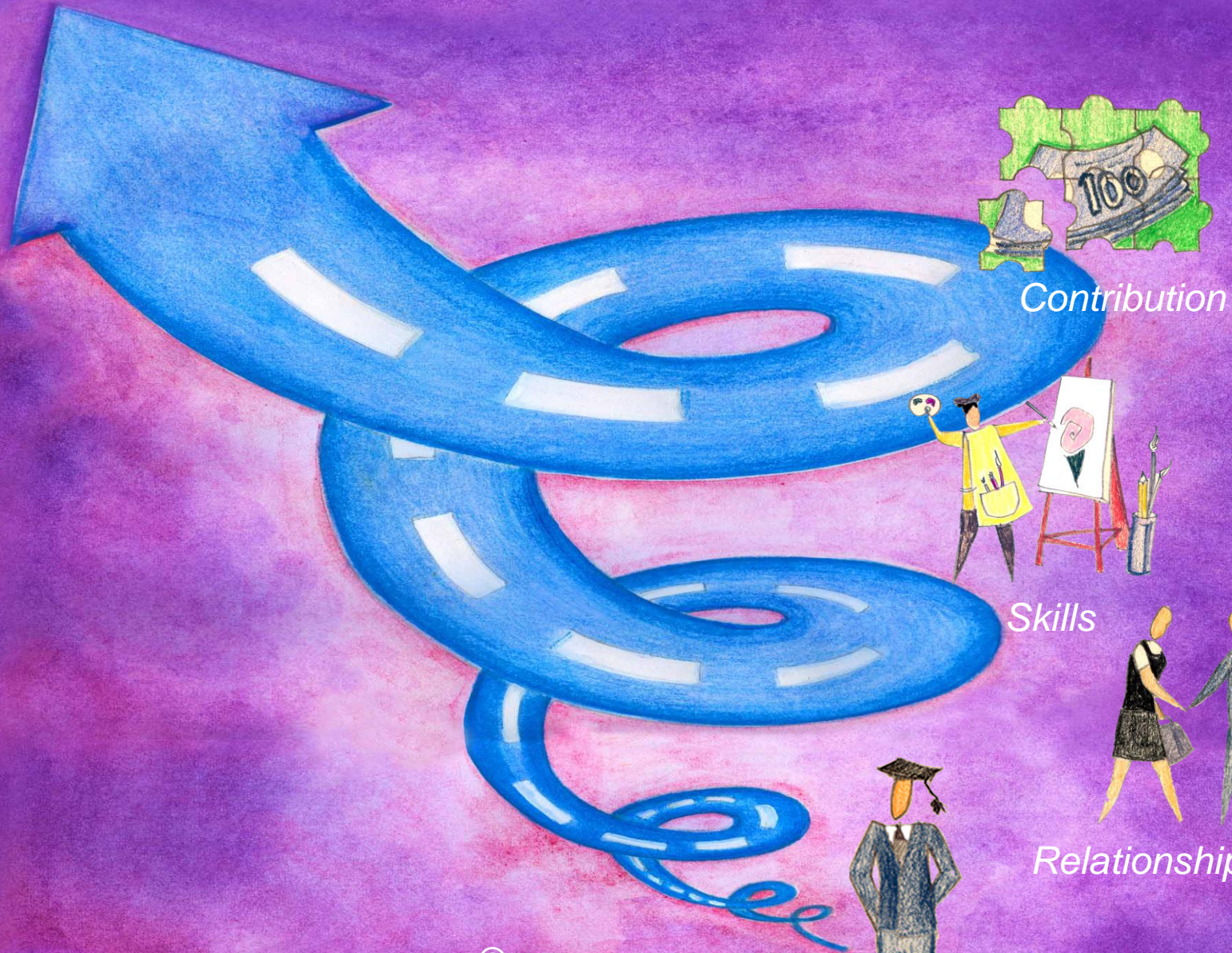


Relationships



Credentials

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Contribution



Skills




Relationships



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*Sustainability: Thought  
& Practice  
Leadership*



*Contribution*



*Skills*



*Relationships*



*Credentials*

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# #1 Rule of Evolution

Mastery over  
one stage is  
necessary  
before moving  
on to the next



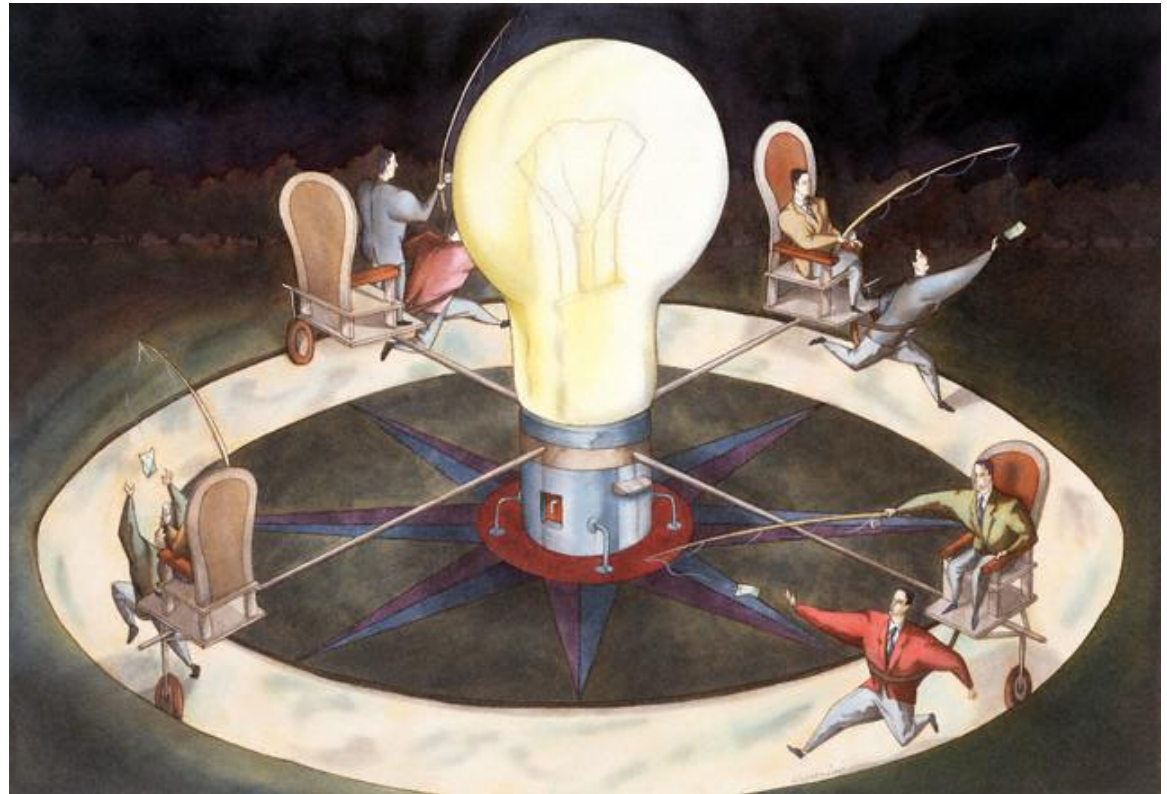
# #2 Rule of Evolution

Leap-  
frogging is  
cancerous



# #3 Rule of Evolution

Fixation  
can  
happen



# **Climbing the Spiral<sup>©</sup> - applications for Career Development/HR Managers**

- Thought and Practice Leadership was not built in a day
- Investment in succession planning and personal growth of key talent will pay off big dividends in future
- People at different levels on the spiral have different needs and these should be catered to
- Engaging talent at all points in the career growth is important

# **Climbing the Spiral<sup>©</sup> - applications for Professionals**

- It is important to move up the spiral and not go down
- Value addition comes from different things at different points in your career
- Thought leadership for its own sake
- Half hearted efforts will not work
- Watch out for fixation
- Do not leap frog

Sustainability:  
Thought & Practice  
Leadership



Contribution



Skills



Relationships



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A road map for career professionals



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