

Let's Dive In:

Can You Lead People Effectively without Truly Understanding Them?



6

Unlocking the Part of Leadership
No One Trains You For.

WHEN YOU ARE
NOT IN
THE ROOM



The
Hidden
Story
of What
You Are
Really
Building

Javier Castillo Gil

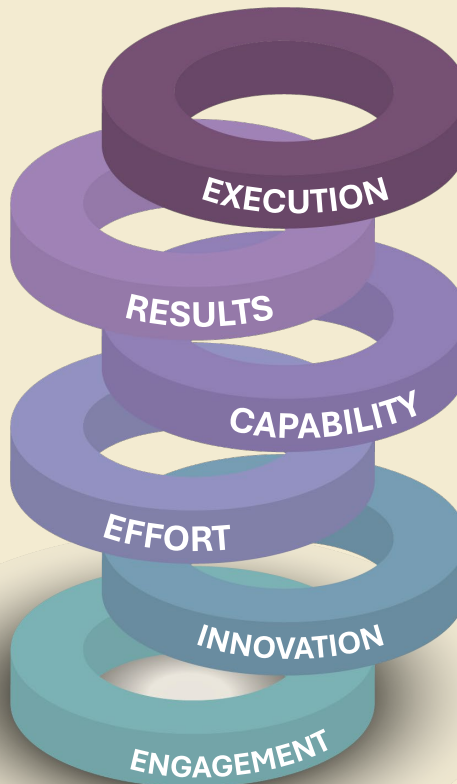
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You Need Their Best. But You may be Missing What Enables It.

People don't give you their best because you asked.
They give it when it matters to them, too.

You Need Them To...

- Ensure Strategy is flawlessly implemented
- Guarantee Targets are met and deliver on Goals
- Learn, adapt, and solve new Challenges
- Go the extra mile, exceed expectations
- Bring ideas and constant improvements
- Commit to change and transformation



They Need From You...

- Understand why should it matter to them
- Feel seen and trusted as individuals, not machines
- Help linking growth to personal drivers
- Believe it's worth the energy in the long run
- Have room to experiment and fail with support
- Feel ownership and recognition, not just obligation

You can't extract greatness. You must unlock it.



The Unseen Impact

Every person brings more than a role –
they bring a story. *Listen to it.*

When someone seems **resistant** to change,
they may just feel **unseen**.

→ **Acknowledge their fears before expecting their buy-in.**

When **growth stalls**, it may be because no one
linked it to what **they care about**.

→ **Connect development to personal drivers.**

When engagement **fades**, it often means
people stopped feeling they **belong**.

→ **Rebuild relevance and emotional connection.**

When someone gives **less**, it might not be laziness
– it might be loss of **purpose**.

→ **Rediscover what makes the work meaningful to them.**

They give less when it means less.

Are we managing results
– or leading people to thrive?

You Don't Lead Outcomes – You Lead the People Behind Them.

Performance is personal
– and so is **growth**.

Understanding **unlocks** effort;
indifference **shuts** it down.

People bring more than **skills** – they
bring **needs, hopes, and drive**.
Learn to **harness** them.

**If they feel it matters –
they will make it matter.**

(Truth 6 of 7 – Stay tuned next week.)

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