



Dr. Patricia Anderson

AUTHENTIC TRANSFORMATIONAL LEADER
CERTIFIED CHANGE PRACTITIONER

MEDIA KIT

Transforming the world | One leader at a time

Dr. Anderson is a professor at the Forbes School of Business and Technology with more than 20 years of experience in executive leadership and business. She has conducted hundreds of seminars and training sessions and has been featured on NBC, CBS, FOX, The Wall Street Journal's Market Watch, and more. Dr. Anderson is a Certified Change Practitioner and holds an MBA in MIS and International Business and a Doctorate in Transformational Leadership.

Dr. Anderson is an innovative, action-oriented thought leader with exceptional success in implementing transformative cultures and challenging the status quo and ideals surrounding successful leadership.

She has combined years of extensive behavioral research with her proven abilities to manage complexity, volatility, and ambiguity in the realm of leadership, to become a leading expert in Authentic Transformational Leadership (ATL).

Central to her leadership methodology is understanding the difference between change and transformation. According to Dr. Anderson, change is an external shift in behaviors that is ultimately reversible, whereas transformation works from the inside outward and is permanent.

Dr. Anderson's mission with ATL is to position leaders and businesses to create people-powered, future-proof solutions and sustainable success through authenticity, transparency, and mutual real-time accountability.

Dr. Anderson has performed extensive research on transformational leadership, specifically: authentic transformational leadership (ATL), and pseudo-transformational leadership (PTL). Her research focuses on the behavioral traits of PTL, their triggers, and strategies to identify, curtail, and reverse them. She also depicts the effect of PTL behavior on employee/follower perception, performance, and retention, and presents recommendations for remediation.



Authority Magazine

Dr. Anderson's Leadership PlayBook

Superior organizational success is boosted by positive leadership behavior.

Leaders' behaviors drive employee/follower motivation, creativity, performance, and productivity.

For many organizations, the question is how executive leadership has handled the sudden and multiple disruptions and crises that transpired beginning with the global COVID-19 pandemic in 2020. How do leaders navigate the after-effects? Did they simply change or did leadership choose instead to transform?

The answer is transformation and not change. With or without pandemics, what businesses need in times of uncertainty is leadership that enables organizations to move through the crisis while maximizing efficiency and efficacy. Business disruption is the make-or-break point.

Stakeholders' optics of change are often viewed as an untenable headwind: conform to, or else! On the other hand, transformation is an intentional, systematic, and incremental pursuit of better future states. It communicates a prescriptive communal approach where tailwinds guide progression and is so powerful that there is no path backward (ex: butterfly to the caterpillar.)

This leadership playbook teaches you how to efficiently optimize leadership during disruption and beyond. An increase in leadership EQ is imperative: understand yourself emotionally, and extend that awareness to your followers, your employees, and your other stakeholders.



Media

4 Traits of ATLs

Transformation is Key to
Success – Not Change

Dr Patricia Anderson On How
Diversity Can Increase a
Company's Bottom Line

Women in Transformational
Leadership – Why Now?

Future Proof Your Organization With
Human Design Thinking

Supply Chain Leaders Must
Optimize Their Strategy

TESTIMONIALS

"Kudos to Dr. Anderson who helped to establish awareness for how societal/global events impact us in the workplace. Her work helped to foster a better work environment for us all by tackling tough subjects and reprocessing them so they can be discussed and consumed in the workplace." Individual consideration – This is practiced by a leader who attends to stakeholders' needs and is a mentor, coach, or guide to them. Leaders who exemplify individual consideration listen to the concerns and needs of stakeholders, provide support, and are empathetic of their circumstances. Leaders with a high emotional quotient (EQ) are well versed in this behavior. – Unit4 Global Leadership

"I ... feel like a carpenter with a bag of
tools for every situation."
– Davien W

"I knew ... change and transformation
were different ...
– Katia M.

"I got to see why I was unsuccessful... I was
changing instead of transforming."
– Tia R

Frequently Asked Questions

Q. What is Authentic Transformational Leadership (ATL)?

ATL is a leadership approach that creates valuable and positive transformation in stakeholders such as internal customers (employees) and followers, with the end goals of influencing current leaders and developing future leaders.

Q: What is Pseudo Transformational Leadership (PTL)?

PTL is characterized by self-serving, yet highly inspirational leadership behaviors. These leaders are unwilling to encourage independent thought in subordinates and exercise little care for their stakeholders in general.

Q: What are the Benefits of ATL?

Now more than ever, as our society experiences major disruptions, mental health awareness takes precedence in the workplace, and digital transformation affects every aspect of our lives. Additionally, an ever-evolving talent landscape presents challenges to organizations. ATL will equip your organization with the tools and mindsets necessary to not only navigate current crises but also develop future-proof solutions to ensure your long-term, sustainable success.

Q. What are the Components of ATL?

There are four components of ATL, also known as the "4Is": idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration.



Idealized influence – Leaders should demonstrate behavior that aligns with the organization's values and goals. This transformational driver enhances trust in – and respect for – the leader and drives impetus to emulate the leader's practices.

Inspirational motivation – This is the degree to which the leader articulates a vision that is appealing and inspiring to stakeholders such as followers. Leaders, through inspirational motivation, challenge them with high standards, communicate optimism about future goals, and provide meaning for the organization's vision.

Intellectual stimulation – Through intellectual stimulation a leader challenges assumptions, takes risks and solicits stakeholders' input. Leaders demonstrating this behavior stimulate and encourage creativity in their stakeholders, and nurture and develop individuals who think critically and independently.

Individual consideration – This is practiced by a leader who attends to stakeholders' needs and is a mentor, coach, or guide to them. Leaders who exemplify individual consideration listen to the concerns and needs of stakeholders, provide support, and are empathetic of their circumstances. Leaders with a high emotional quotient (EQ) are well versed in this behavior.

Speaking Topics



Dr. Patricia Anderson's transformational leadership - transformation, not change, is key to success

Thursday, September 30th 2021, 5:00 AM EDT

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- Societal and Cultural Change Following COVID-19
- Changes in the Workplace, Including Mental Health Awareness and Digital Transformation
- Optimizing Internal Customers in the New Talent Landscape
- Human Rights
- Women in Leadership
- Organizational Change Management
- Technology and Trends
- Change versus Transformation
- Transformational Leadership History
- Transformational Leadership Model
- Authentic Transformational versus Pseudo-Transformational Leadership
- Transformational Leaders: Past. Present. Future.
- Transformational Leadership During Crisis and Disruption
- Walk the Diversity, Equity, Inclusion, Accessibility (DEIA) Talk
- Women in Leadership
- Leadership Playbook for the Future
- Christian Leading in the Metaverse
- Stakeholder Engagement
- Lead, Learn, Level Up!
- Transformational Leadership and Organizational Change Management



DR. ANDERSON WORKS WITH:

- Business Leaders
- Entrepreneurs
- Political Leaders
- Religious Leaders
- Influencers
- Political Candidates

Q. HOW DO I ENGAGE WITH DR. ANDERSON?

Dr. Anderson is available to speak at seminars, host workshops, conduct in-person and virtual presentations, and deliver executive training. She is also available as an expert on call



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GET IN TOUCH

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**Authentic
Transformational
Leadership**