

# DR. PATRICIA ANDERSON

CERTIFIED CHANGE PRACTITIONER & AUTHENTIC TRANSFORMATIONAL LEADER



## TRANSFORMING THE WAY YOU THINK ABOUT CHANGE

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 International Business from Mercer University, and a Doctorate in Transformational Leadership from Concordia University.

Dr. Anderson is an innovative, action-oriented thought leader with exceptional success in implementing transformative cultures and challenging the status quo when it comes to the 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's new leadership playbook "*You Know Less Than You Don't Know - Transformation, Not Change is Key to Success*" will be available on all media outlets in Fall of 2022.

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## AREAS OF EXPERTISE

- Societal and Cultural Change Following Crisis and Disruption
- Inclusive Design Including Mental Health Awareness and Digital Transformation
- Diversity, Equity, Inclusion, and Accessibility (DEIA)
- Optimizing Follower Engagement
- Human Rights
- Women in Leadership
- Organizational Change Management
- Leading in the Metaverse
- Pandemic Pivot Versus True Transformation

## 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.

## FREQUENTLY ASKED QUESTIONS

### Q. What is Authentic Transformational Leadership (ATL)?

Authentic Transformational Leadership is a leadership approach that creates valuable and positive transformation in internal stakeholders/ internal customers or employees, and external stakeholders/followers, with end goals of influencing current leaders and developing future leaders. ATL intensifies the motivation, morale, and performance of stakeholders through a variety of mechanisms including meaningfully connecting them to the mission and collective purpose of the organization. Leaders who practice ATL are role models for stakeholders including other leaders; they challenge them to self-assess their strengths and weaknesses which in turn helps to optimize their individual and collective performance.

### 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.

## MEDIA

- [CBS, Fox, NBC](#)
- [Digital Journal](#)
- [The Wall Street Journal's MarketWatch](#)
- [Apple News](#)
- [Authority Magazine](#)

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## TESTIMONIAL

"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."

- *Unit4 Global Leadership*

## 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 individual 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.

## Q. How can I engage with Dr. Anderson?

Dr. Anderson is available to speak at seminars, host workshops, conduct in-person and virtual presentations, deliver executive training, and perform 1 on 1 executive coaching. She is also available as an expert on call.

*For more information, please contact:*

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