



Dr. Patricia Anderson

AUTHENTIC TRANSFORMATIONAL LEADER
CERTIFIED CHANGE PRACTITIONER

MEDIA KIT

Transforming the World | One Leader at a Time

Dr. Anderson is a Forbes School of Business and Technology professor with over 20 years of experience in executive leadership and business. She has conducted hundreds of seminars and training sessions and 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 Management Information Systems 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 leadership to become a leading expert in Authentic Transformational Leadership (ATL).

Central to her leadership methodology understands 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 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

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 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 is often viewed as untenable headwinds: 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 optimize leadership during disruption and beyond strategically. An increase in leadership EQ is imperative: understand yourself emotionally, and extend that awareness to your followers, employees, and other stakeholders.



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.

- Unit4 Global Leadership

On behalf of the leadership team, I want to thank you for the time and energy you have put into this Case Study. We all appreciate it! The artifacts are useful and we will be discussing the outcomes/recommendations at a future leaders' meeting. Thank you for the great work and dedication to the company you have shown. Your contribution has been invaluable in moving us forward.

- Executive Leadership at Transformational Leadership Case Study Organization

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

- Davien W

"I knew ... change and transformation were different ...

- Katia M.

Dr. Anderson, you did it again by going deeper and behind the scenes with our motivation and determination which triggers our behaviors.

- Shemeka T

Being a business owner, I have learned some leadership strategies to use and not to use.

- Maurice W

Thanks Dr. Anderson! The concept of continuous improvement really stood out to me. As a leader and as an individual, I recognize that leadership is a journey and not a destination.

- Stephen A

The information on the pairing of technology and human engagement was also enlightening.

- Richard F

"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, to influence current leaders and develop future leaders.

Q: What is Pseudo Transformational Leadership (PTL)?

Self-serving yet highly inspirational leadership behaviors characterize PTL. These leaders are unwilling to encourage independent thought in subordinates and exercise little care for their stakeholders.

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 navigate current crises and develop future-proof solutions to ensure your long-term, sustainable success.

Q. What are the Components of ATL?

ATL's four components, also known as the "4Is," are 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 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.

Individualized 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

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By Baden Bower Published June 26, 2022



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

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- Authentic Transformational versus Pseudo-Transformational Leadership
- Transformational Leaders: Past. Present. Future.
- Transformational Leadership During Crisis and Disruption
- Lead, Learn, Level Up with Transformational Leadership
- Leadership Elasticity During Disruption
- Drive Speed to Value with Deep Leadership
- Societal and Cultural Change Following COVID-19
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DR. ANDERSON WORKS WITH:

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

HOW DO I ENGAGE DR. ANDERSON?

Dr. Anderson is available to speak at seminars, host workshops, conduct in-person and virtual presentations, and deliver executive coaching.

She is also available as an expert on call.



Connect with Dr. Anderson:

LinkedIn, Facebook, YouTube,
Instagram, TikTok:
(@DrPatriciaAnderson)

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GET IN TOUCH

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