

# INTRUSIVE LEADERSHIP

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"Is it a Good thing, or a Bad thing?"

Adrian West

Marcus A. Canady

Hans Govertsen





# INITIAL THOUGHTS

Who has NEVER  
heard of the term  
Intrusive  
Leadership?

What do you  
think about  
when you hear  
it?





MEDDLESOME

INVASIVE

UNWANTED

MICRO-MANAGING

INTRUDING



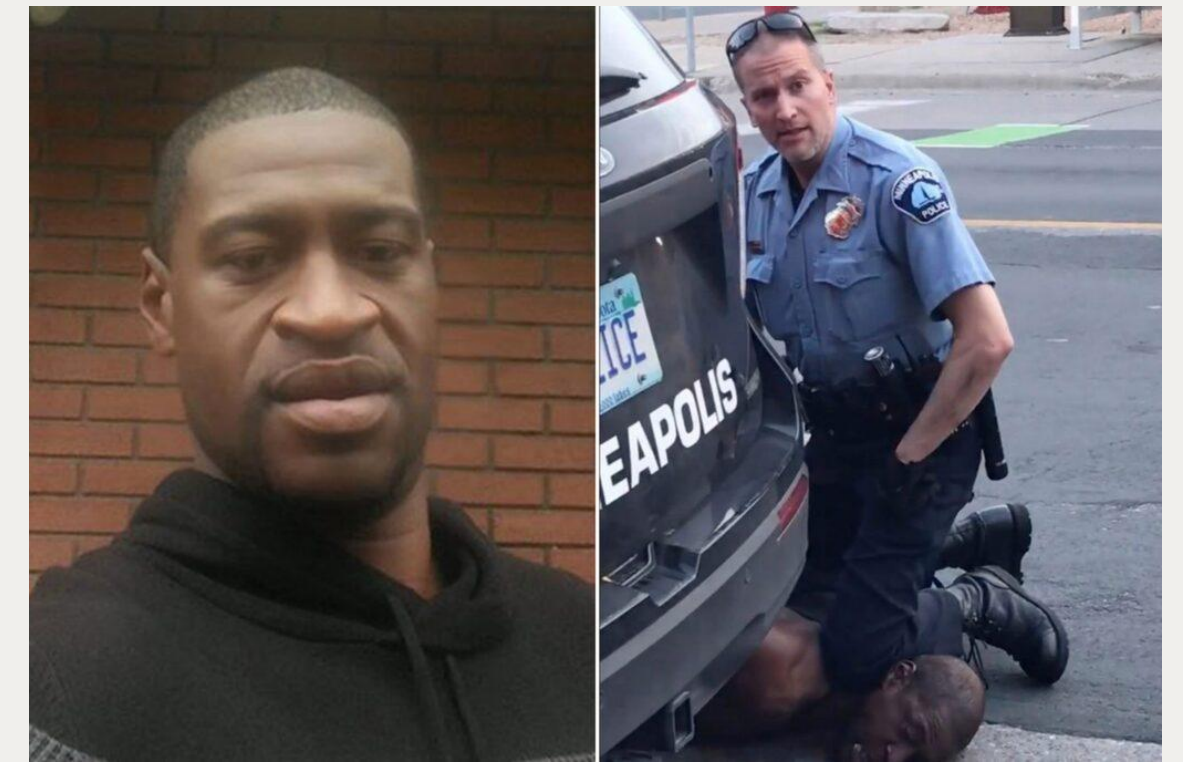
# TODAY'S AGENDA



- WHY AM I A CHAMPION OF INTRUSIVE LEADERSHIP
- INTRUSIVE LEADERSHIP DEFINITION
- CHARACTERISTICS OF AN INTRUSIVE LEADER
- IMPACTS OF INTRUSIVE LEADERSHIP
- CONCLUSION
- Q & A



# WHY!



## REASON #1

Minority Officer  
Recruiting  
Effort

## REASON #2

Rodney King  
  
OJ Simpson Trial

## REASON #3

Leadership  
through civil  
disharmony

# INTRUSIVE LEADERSHIP

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A leadership style that uses intentional actions to inspire, motivate, develop, and support people by caring for the whole person through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.



# Definition BREAKDOWN

A **leadership style** that uses intentional actions to inspire, motivate, develop, and support people by caring for the whole person through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.

## OTHER LEADERSHIP STYLES

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- SERVANT LEADERSHIP
- OPERATIONAL LEADERSHIP
- AUTHENTIC LEADERSHIP
- CHARISMATIC LEADERSHIP



# Definition BREAKDOWN

A leadership style that uses **intentional actions** to inspire, motivate, develop, and support people by caring for the whole person through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.

## INTENTIONAL ACTIONS

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Asking questions, engaging in conversations, following up on situations, digging a little deeper, etc...

Check-In Meeting w/ CO



# Definition BREAKDOWN

A leadership style that uses intentional actions to **inspire, motivate, develop, and support** people by caring for the whole person through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.

INSPIRE, MOTIVATE,  
DEVELOP, & SUPPORT  
PEOPLE

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Leading

VS

Managing



# Definition BREAKDOWN

A leadership style that uses intentional actions to inspire, motivate, develop, and support people by caring for the **whole person** through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.

## CARING FOR THE WHOLE PERSON

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- Coast Guard Officer
- Husband
- Father
- Son
- Brother
- Uncle



# Definition BREAKDOWN

A leadership style that uses intentional actions to inspire, motivate, develop, and support people by caring for the whole person through a **trusting relationship** that addresses professional as well as personal interests, desires, and concerns.

## TRUSTING RELATIONSHIP

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The foundation of this leadership style

Earned, not forced or demanded



# Definition BREAKDOWN

A leadership style that uses intentional actions to inspire, motivate, develop, and support people by caring for the whole person through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.

## PROF. & PERSONAL INTERESTS, DESIRES, AND CONCERNS

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- Career Goals
- Personal Passions
- Divorces
- Special Needs Children
- Ailing Parents



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# INTRUSIVE LEADERSHIP CHARACTERISTICS

jbhbjhbjh

EMOTIONAL  
INTELLIGENCE

BEING  
TRANSPARENT

HUMILITY

TRUST

CONCERTED  
EFFORT

ACTIVE  
LISTENER

COURAGE



# INTRUSIVE LEADERSHIP IMPACTS

EMPLOYEE  
SATISFACTION

RETENTION

ACCOUNTABILITY

SUICIDE  
PREVENTION

DIVERSITY  
EQUITY &  
INCLUSION  
WORKPLACE  
UNITY





# INTRUSIVE LEADERSHIP IMPACTS

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HOW DO THEY  
RELATE TO  
EACH OTHER?

DIVERSITY

EQUITY

INCLUSION

THE PARTY

EXAMPLE



# INTRUSIVE LEADERSHIP

## D.E.& I. DEFINITION

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A leadership style that uses intentional actions to inspire, motivate, develop, and support people by caring for the whole person through a trusting relationship that addresses professional as well as personal interests, desires, and concerns.



# INTRUSIVE LEADERSHIP IMPACTS

EMPLOYEE  
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# CONCLUSION

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Where do we go from here?

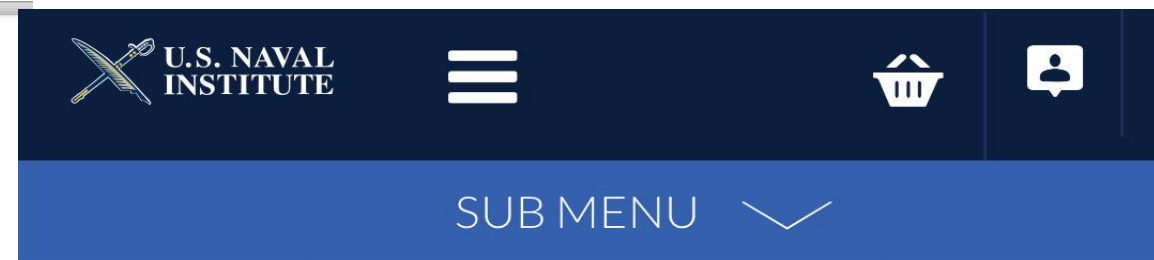




# Research

## Google It?

FROM THE DECKPLATES



TASK & PURPOSE

### Racial Tension in America Requires Intrusive Military Leadership

*Military leaders can invite the uncomfortable but necessary conversation just by asking, 'Are you okay?'*

Why intrusive leadership in the US military is actually a good thing

**I have worked for intrusive leaders before in my career, and those leaders had a profound impact on me.**

BY MARCUS CANADY | PUBLISHED AUG 23, 2022

9:40 AM EDT

### INTRUSIVE LEADERSHIP SAVED THE LIFE CLOSEST TO ME

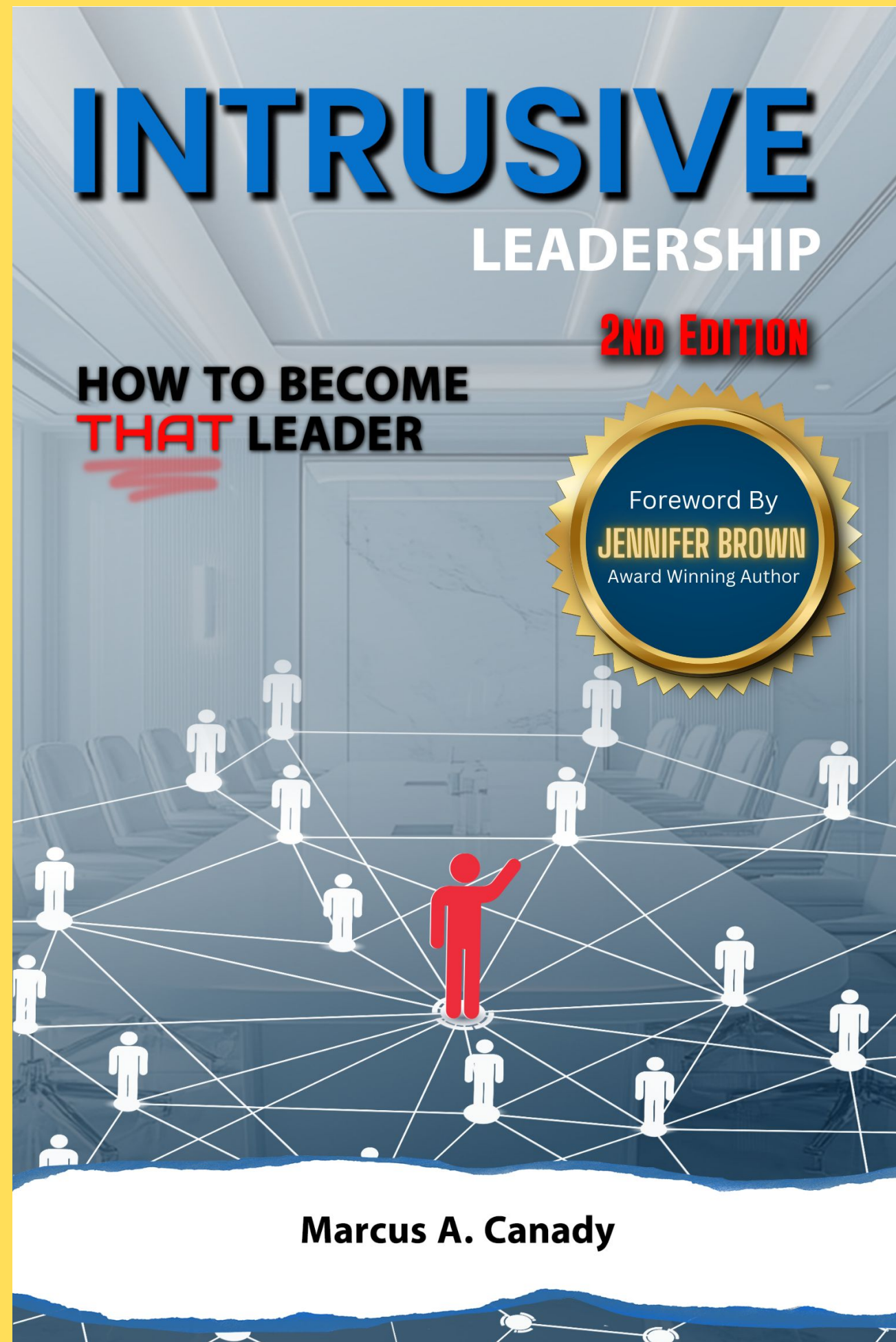
By Chief Petty Officer Jason Kuzik, U.S. Coast Guard

Throughout my career, I have always tried to make the people who worked for me know that I cared for them. "People are our most precious asset!" is a phrase often heard from senior leaders across the Sea Services and one I truly believe in. I still hold my service members accountable and press them to perform better when needed; however, I work to ensure my criticisms never overshadow my actions to connect with them. I never want anyone who worked for me to feel they were not valued or that they did not matter.

#### HANDLE YOUR BUSINESS

I often think back to a phrase I heard during my time in the Army: Your problems are your business; handle your business. At my first duty assignment, I worked for a first sergeant who served the team in Vietnam. If you were





"Intrusive Leadership capture, clearly and succinctly, the critical elements of successful leadership in today's hyper-engaged world."

Rear Admiral Erroll Brown, USCG retired

"Intrusive Leadership isn't a slogan, it's a mindset for how the people we admire would encourage us to effectively lead others today, no matter our industry."

Eric Kowack, Senior Vice President

"We have all needed the intrusive leadership of another, in our hardest times of struggle."

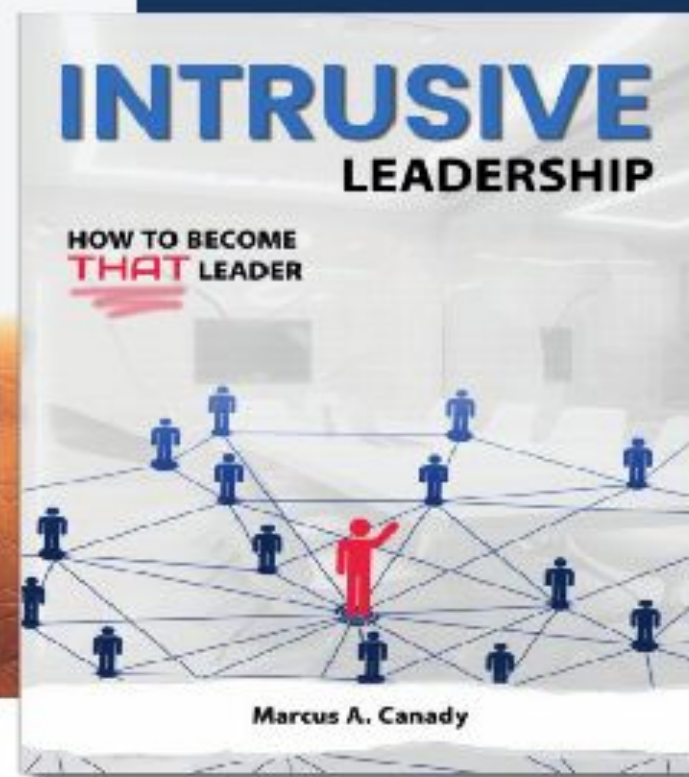
Jennifer Brown, Best-Selling Author

"This is the book every leader needs. If you want to be an effective leader, you have to know your people and what matters in their lives"

Colonel Cathy Barrington, USAF







# Intrusive Leadership

## How to Become THAT Leader

*by Marcus A. Canady*  
*U.S. Coast Guard Academy Class of 2000*

## ABOUT THE BOOK

Introducing the first and only leadership book that is solely dedicated to defining, dissecting, and discussing a leadership style with immeasurable impact. Intrusive Leadership will be the most critical leadership style in the future for organizations that desire to successfully compete in this globally competitive environment.



[www.cgaalumni.org/IntrusiveLeadership](http://www.cgaalumni.org/IntrusiveLeadership)

## DONATIONS

**Donations made to the Intrusive Leadership Book Fund through the U.S. Coast Guard Academy Alumni Association will support the purchase of the book for gifting to military members who wish to read it.**

U.S. COAST GUARD ACADEMY

**ALUMNI  
ASSOCIATION**



Thank you!

Marcus A. Canady

Founder/CEO

[CanadyLeadershipGroup.com](https://CanadyLeadershipGroup.com)

