

**Low Tide**



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**Delegate**

**Rip Tide**



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**Evaluate Risk**

**High Tide**



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**Set Strategy**

**Ebb Tide**



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**Resolve Conflict**

## Delegate

### Description of Tide:

The low tide is the time at which the tide has most receded. During a low tide, the beach is the most visible. It is metaphorically associated with the lowest times, when things are the worst. It is also associated with inactivity, quiet reflection, and the transitory nature of both good and bad things.

### Tide Story:

Leaders cannot do all of the work themselves. It is imperative that you get the right people working on the right efforts as quickly as possible. Each day you need to understand who is working on what and where they have progressed, or what is preventing them from moving forward. You must be the catalyst to remove other people's obstacles.

## Evaluate Risk

### Description of Tide:

A rip tide, or rip current, or simply rip is a strong channel of water flowing into the ocean from near the land. These can occur on any beach with breaking waves, which includes all oceans, seas, and even larger lakes. It generally flows faster than a human can swim, forcing swimmers in a specific direction.

### Tide Story:

Leaders must identify the unknown-unknown and known unknown risks to accurately manage and lead programs, projects, and efforts. These risks need to be quantified by people who can understand the impacts, differences, and repercussions of a low risk versus a high risk. Regular risk evaluations and risk mitigation, acceptance, or transfer are required.

## Set Strategy

### Description of Tide:

The high tide is the time at which the tide has least receded. During a high tide, the beach will be least visible. This is the opposite of the low tide, where more of the beach is visible. It is associated with being active, involved, taking risks, and putting out an effort to master the elements.

### Tide Story:

Leaders must use long-term thinking in solving short-term problems. The most successful companies make corporate strategy a top priority. The strategy helps to create visibility for everyone when confusion and clarity are required to focus efforts in the right direction. Strategy sets the correct alignment for other people's actions.

## Resolve Conflict

### Description of Tide:

An ebbing tide is a period where the water level is falling. The waves recede and more of the land is visible. This is the time between high tide, and low tide, where the water is moving away from the shore.

### Tide Story:

Leaders must become a model of appropriate behavior and actions. Conflict is generally distracting to others who are trying to complete tasks and efforts. Conflict can cause people to become entrenched in attitudes and ignore new ideas and good suggestions from others. In order to resolve conflict, many times you must place people who do not want to be together into a forced dialogue to expose all sides of a problem.



## Terrestrial Tide



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Collaboration

## Neap Tide

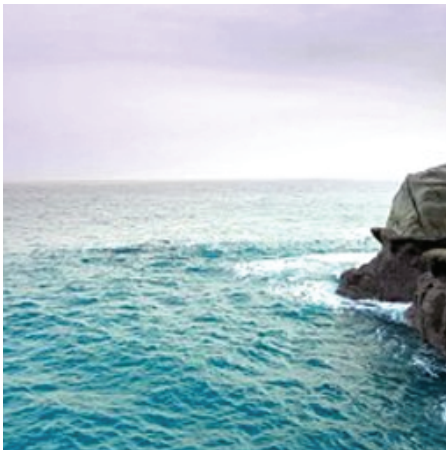


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Evaluate Performance

## Spring Tide



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Integrity & Ethics

## Mid Tide Zone



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Prioritize

## Collaboration

### Description of Tide:

Terrestrial tide, or earth tide is a planet wide motion in the earth's oceans. This movement is caused by the gravity of both the sun and the moon. Since it is an earth-wide tide, it is a representation of all the other tides combined.

### Tide Story:

Leaders are constantly tasked with getting people from different backgrounds, thinking styles, and disciplines working together creating a synergistic environment. This means that you must explore finding others who can create diversity and a heterogeneous working culture. Sometimes these are partnerships that extend for long periods of time or immediate communities of practice. These focus on helping move forward in a positive direction.

## Evaluate Performance

### Description of Tide:

Just shortly after the first and third quarters of the moon, there is a period of time where the difference between the high tide and the low tide are the least. This is called a neap tide, which is the exact opposite of the spring tide.

### Tide Story:

Leaders need to evaluate not only their own performance, but the performance of their teams. By evaluating these they're able to gather thoughts and become more familiar with areas that need improvement. When evaluating a leader needs to be brutally honest in their communication to accurately assess what is being done correctly, and where there are gaps in performance. This should help establish achievable goals, and plans.

## Integrity & Ethics

### Description of Tide:

A spring tide is the tide just after a full moon, when the differences between the low tide and the high tide are the greatest. This has the lowest low tide, and the highest high tide. This is the opposite of the neap tide. It is metaphorically used to illustrate a great rush of emotions, though it can also mean any great flood or rush.

### Tide Story:

Leaders must make ethical decisions and always act with integrity. They cannot do this part time, otherwise they'll be seen as hypocritical. If a leader consistently models the behavior they want to see, their team will respond positively. Such leaders will sometimes need to put aside their own ego and personal interests in support of their cause, community, or organization.

## Prioritize

### Description of Tide:

The mid tide zone, or the middle intertidal zone, is the most active zone of them all. This turbulent area is covered and uncovered twice a day with salt water from the tides. It is home to anemones, barnacles, chitons, crabs, green algae, and many other types of life. This is the section where tide pools usually form, and animals from the other zones come to feed.

### Tide Story:

Leaders are required to understand the flow, the level of effort, and the resources available to prioritize what needs their team must work on, and when. They should have mental flexibility, and adaptive thinking to dynamically adjust priorities, that are dependent upon organizational situations, and events.

## Tide Pools



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Opportunity

## Tidal Stream



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Positive Energy

## Red Tides



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Complexity & Ambiguity

## Tidal Lagoon



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Motivate Others



## Opportunity

### Description of Tide:

Tide pools, otherwise known as rock pools, are rocky basins on the sea shore which are filled with seawater. Many of these ponds exist as separate pools only at low tide, becoming part of the sea again at high tide.

### Tide Story:

Leaders are required to help move others in positive change. This change is based on the opportunities that exist constantly around them. This requires increasing the awareness to incremental, radical, and revolutionary change opportunities that can exist. The mindsets that allow others to think freely without criticism or judgment must be lead for a new product, process, service, and people ideas.

## Positive Energy

### Description of Tide:

Tidal streams are oscillating currents produced by the tides. The moment that the tidal current ceases, it is called slack water or slack tide. The tide then reverses direction and is said to be turning. This slack water usually occurs near high water and low water.

### Tide Story:

Leaders must help generate the positive energy required to motivate and engage others to be willing to work towards their goals and objectives. They are required to model this behavior and question behaviors that appear, or feel negative. The language, inflections, personal posture, and conversations with others collectively lead to this positive energy.

## Complexity & Ambiguity

### Description of Tide:

Red Tides are a phenomenon known as an algal bloom. The algae grow so dense that it results in a discoloration of the surface water. While there are many types of water that this can happen in, it is most commonly found in coastal areas.

### Tide Story:

Leaders need to clearly understand the difference between what is complex around them and what is ambiguous or unclear. The clarity of complex systems and how they interact through interconnections is essential to articulating the Vision and Mission. Ambiguity and the lack of clarity associated with not understanding an organization's purpose, must be explained and described for others.

## Motivate Others

### Description of Tide:

Tidal lagoons are Inlets, either natural or man-made, cut through barrier islands and permit tidal currents to transport water in or out. Because lagoons are characteristically shallow, they are strongly influenced by rain or drought.

### Tide Story:

Leaders must understand the difference between positive motivation and coercion of other's actions. The direction of other's activities can be aimed in a way that creates a positive want or desire to complete tasks and activities on time, on schedule, while working harder or faster. The internal desire to recognize, reward, or acknowledge the completion of tasks can lead others to a feeling of positive worth.

## Diurnal Tide



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Share Knowledge

## Semi-Diurnal Tide



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Learn/Unlearn

## Share Knowledge

### Description of Tide:

Tides are commonly semi-diurnal, which means that they rise and fall twice a day. Sometimes they will only rise and fall once in a single day. These are Diurnal tides. This type of tide happens infrequently in the Pacific Basin, and exclusively in the Gulf of Mexico.

### Tide Story:

Leaders need to share knowledge in order to empower their teams by increasing their capabilities. This needs to represent both explicit knowledge, and tacit knowledge, in order to create the best possible practices. By not hiding critical knowledge, it also permits the team to learn meaningful and accurate lessons. It is also important to establish internal and external mentoring opportunities, for others.

## Learn/Unlearn

### Description of Tide:

Generally tides will rise and fall twice a day, allowing for two periods of high tide, and two periods of low tide. With the waters ebbing and flowing between them. This is referred to as a Semi-Diurnal Tide. It is possible for the first tide to differ in height than the second, flowing further onto the beach.

### Tide Story:

Many organizations do not have a process for unlearning outdated behaviors, and since knowledge is rapidly changing, what was the best way to do something last month may not be the best way to do something today. Leaders need to learn new methods, and ways of doing things; while also unlearning outdated behaviors, or else they'll continue to make the same mistakes.