

Strategies for Being a New Manager

EAWLC Business
Communication
Workshop in Oct.
2025

By Ric Phillips, MBA, 3V Communication Coach/Trainer



About Me: Ric Phillips, MBA



3vcommunications.ca



**Since 2022!*



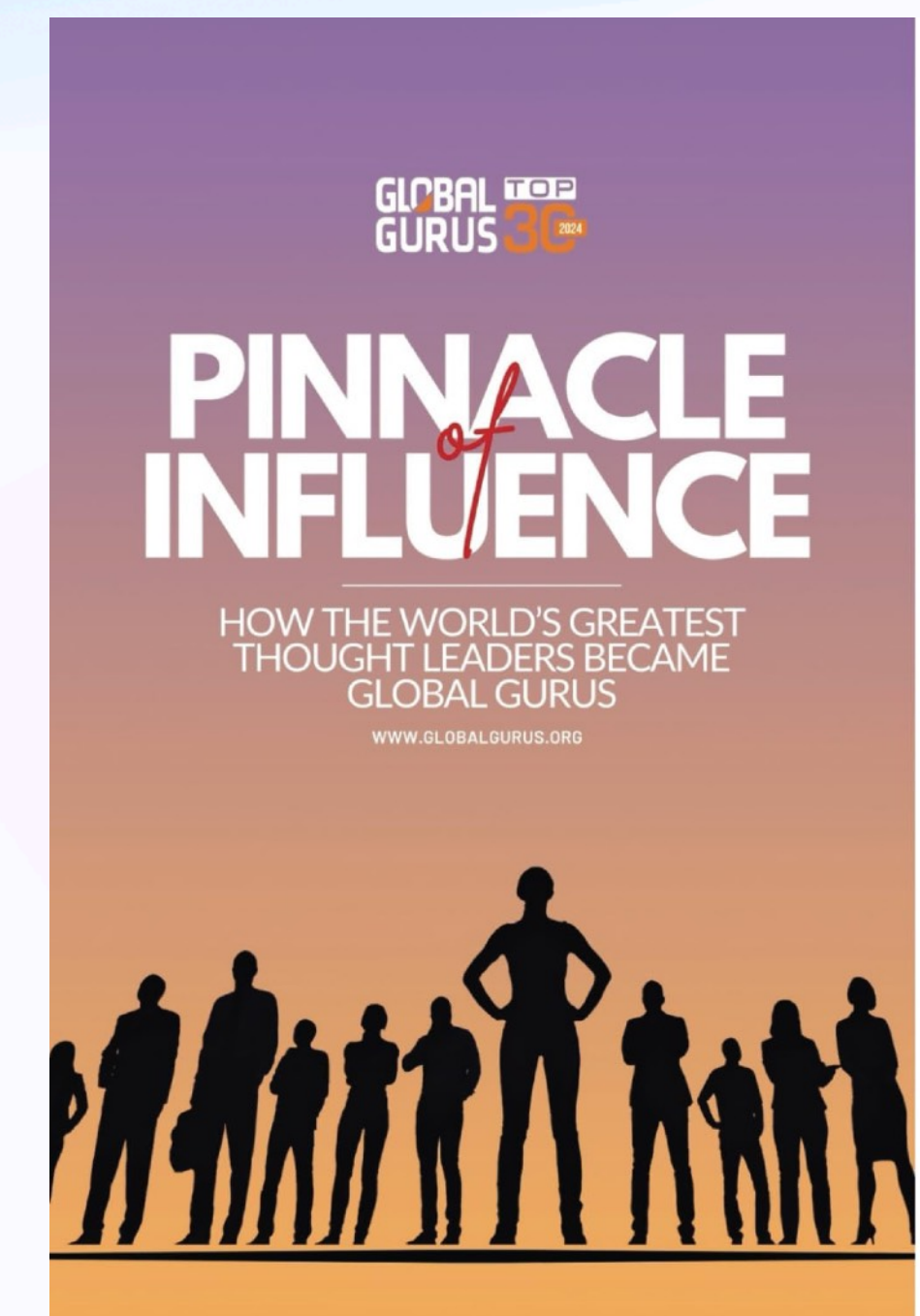
York Entrepreneurship
Development Institute

yedi.ca



National Communication Coaching Association

nccacanada.org



OUR AGENDA:

- **Leader or Manager?**
- **Jekyll or Hyde?**
- **Start a movement**
- **Resources & Open Discussion**





Leader or Manager?

Same or Different?



Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could.

— Steve Jobs —

AZ QUOTES

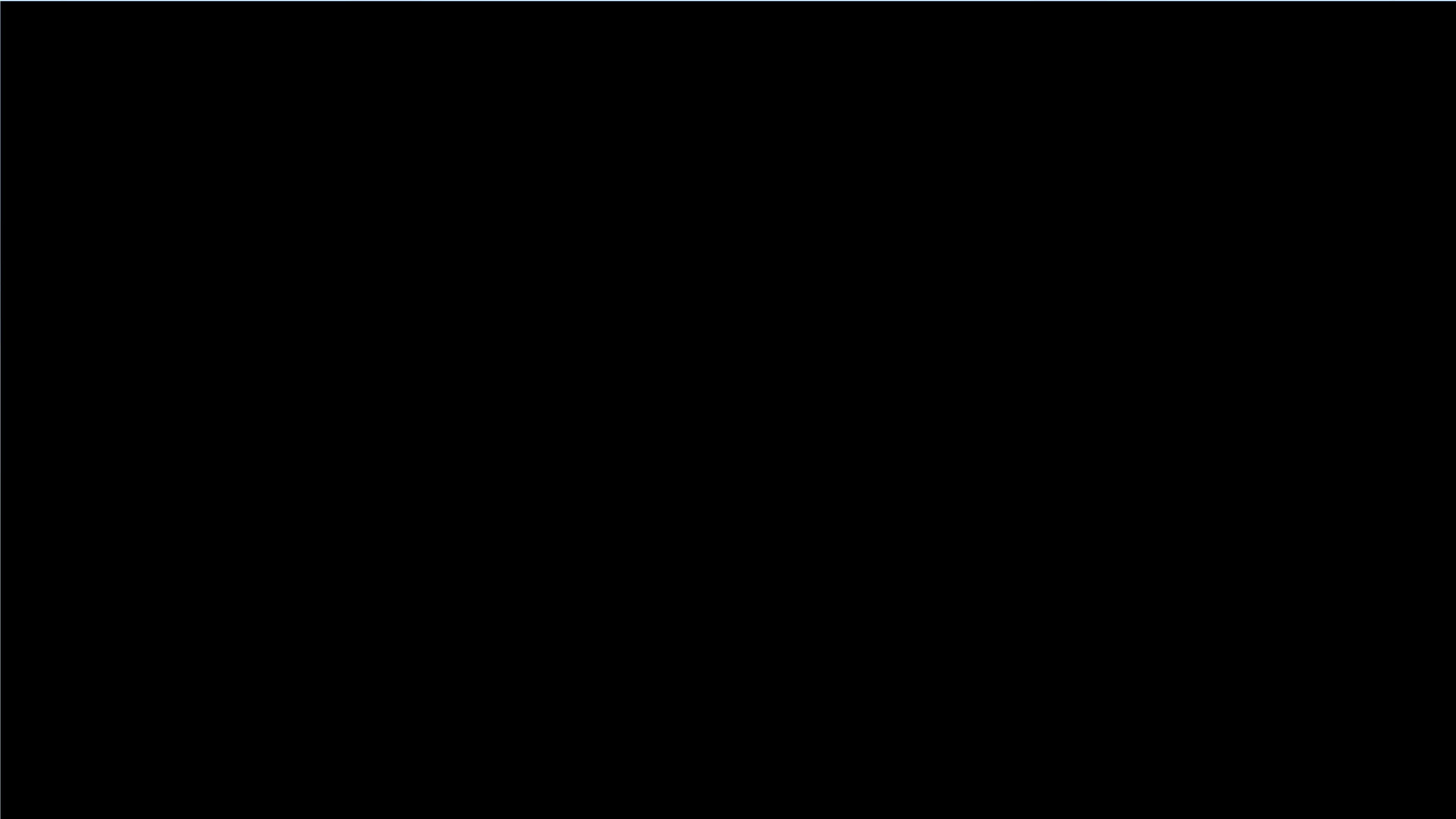
Seth Godin:

Leadership Vs. Management

https://www.youtube.com/watch?v=_VOynEM7zI4



Leaders vs. Managers



Points for L or M?

- Practical, Everyday
- Figure out what's to be done, get people to do it
- Become more efficient (*faster, cheaper*) than yesterday
- Find the right people
- Figure out where to go
- Get out of the way!
- Embrace failure (*of people*) if it leads to growth
- Don't know 'tomorrow'

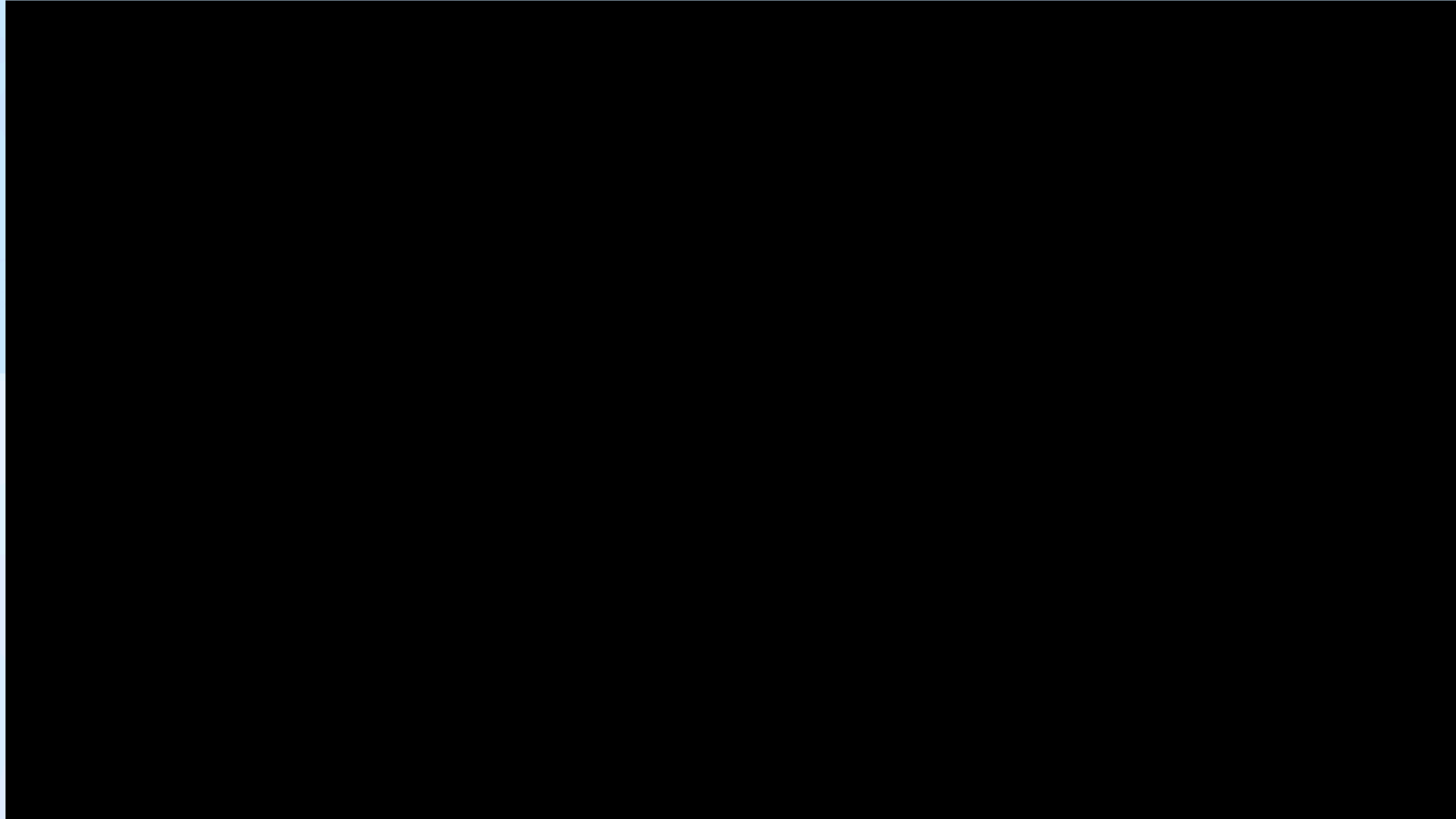


ARE YOU DR.
JEKYLL...
Or Mr. Hyde?



Derek Sivers' short TED Talk: "How to Start a Movement"

<https://www.youtube.com/watch?v=qzbLta1kZio>



Introduction: Key Communicatio X

www.youtube.com/watch?v=TD9CivTQUAU

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Introduction: Key Communication Skills for Managers

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- My YouTube Channel: <https://www.youtube.com/@RicPhillips>

AGENDA COMPLETED!

- **Leader or Manager?**
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THANK YOU!



- Feel free to connect on 3V Communications & NCCA Canada Facebook/LinkedIn Pages, or ric@3VCommunications.ca
- <https://www.linkedin.com/in/communicationcoach/>
- My YouTube Channel: <https://www.youtube.com/@RicPhillips>
- Intro: Key Communication Skills for (New) Managers: <https://www.youtube.com/watch?v=TD9ClvTQUAU>
- My TEDx Talk: *The Long Life of First Impressions* <https://www.youtube.com/watch?v=SuG-BHquAHU>