

# Objectivity

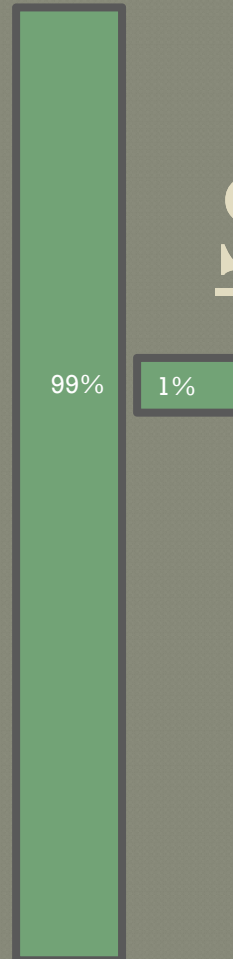
Leadership 2.0  
99%

The most important

# Subjectivity

Leadership 0.0  
1%

The most decisive or  
determining



# Plan

## 1) A Practical Perspective

- 1) Leadership not an exact science
- 2) Leadership not a science at all

## 2) My Masters of Thought

- 1) Montaigne (1533-1592) (*The Essays*)
- 2) Shakespeare (1564-1616) (*Macbeth, Hamlet, The Life and Death of King Richard III,...*)
- 3) George Devereux (1908-1985) *From Anxiety to Method in the Behavioral Sciences*

## 3) Practice and Knowledge

- 1) Sensitive and practical knowledge

## 4) Aggressiveness and Authority

- 1) *Adgredi* (to approach, to move forward, to undertake, to go toward...)

Subjectivity and leadership  
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5) Storytelling and the Subjective Method

- 1) Leaders often “comprehend” more than they think and they can explain

6) Seven Basic Principles

- 1) Subjective certainty
- 2) An individual can be interpreted as a “text”
- 3) The clinical approach is a “scientific” method
- 4) Intensive observation and deep interviews
- 5) Leaders : co-researchers
- 6) Writing leaders’ stories
- 7) Audiovisual and numeric storytelling

7) What we are looking for or *What we have found*

8) Research Method and Teaching Methods