HR IGNITE | Elevate your people.

Cultivate or Crumble:

The HR Strategy for Influencing Multiplier Leadership



Alex Falzon

Speaker & Coach in Leadership, Sales & Mindset

CULTIVATE OR
CRUMBLE

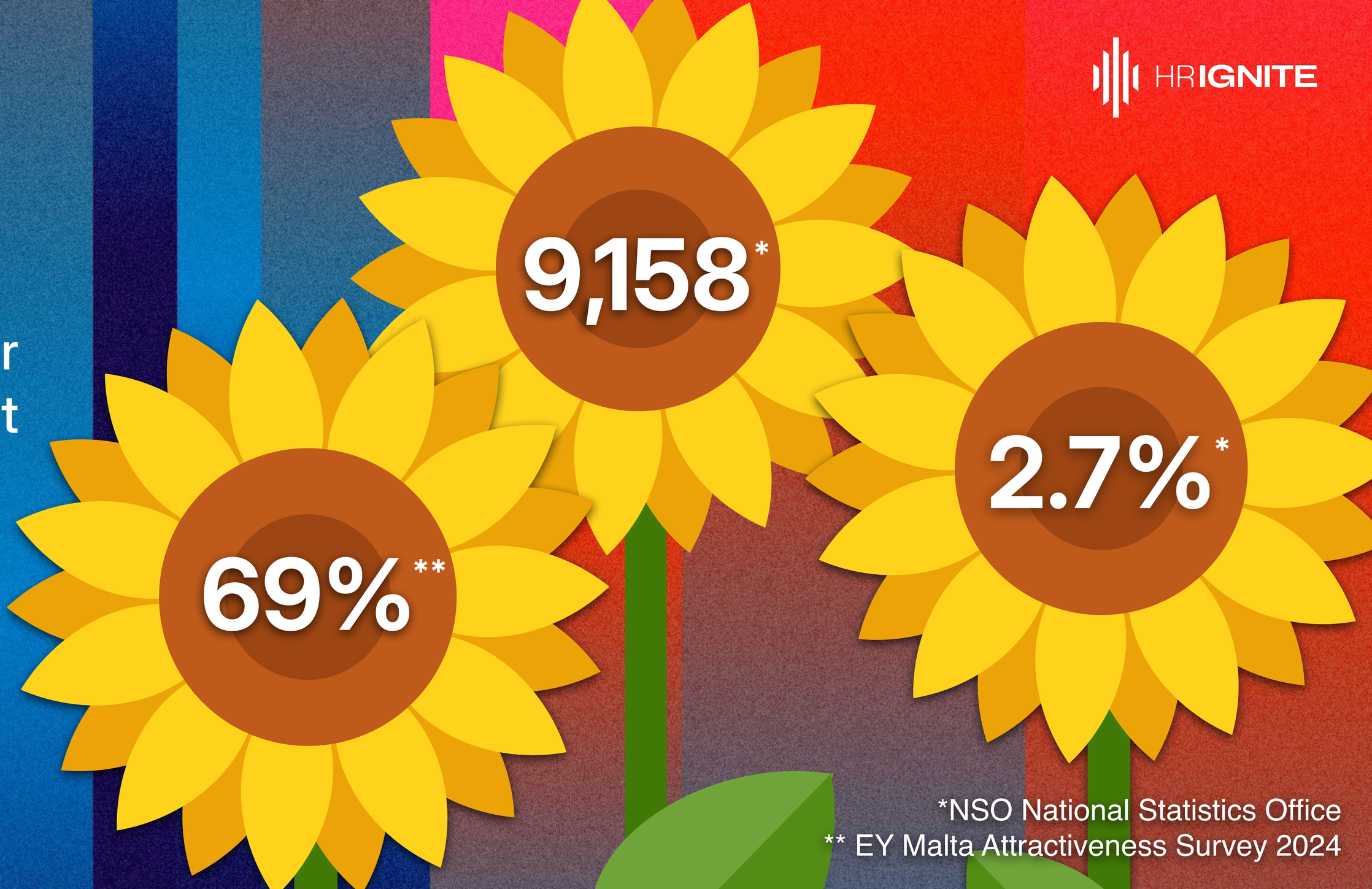
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1.97x

CULTIVATE OR
CRUMBLE

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Local Labour Market



*NSO National Statistics Office
** EY Malta Attractiveness Survey 2024

CULTIVATE OR
CRUMBLE

“I help people cultivate their potential to drive positive change in leadership, sales and personal growth.”



CULTIVATE OR
CRUMBLE

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CGO Chief Gardening Officer



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What is a **multiplier** leader?

CULTIVATE OR
CRUMBLE

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CULTIVATE OR
CRUMBLE

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CGO

Catch

Grow

Optimise



CULTIVATE OR
CRUMBLE

CATCH



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Spot **hidden** multipliers

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Notice **psychological** safety creators

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Look beyond **individual performance**

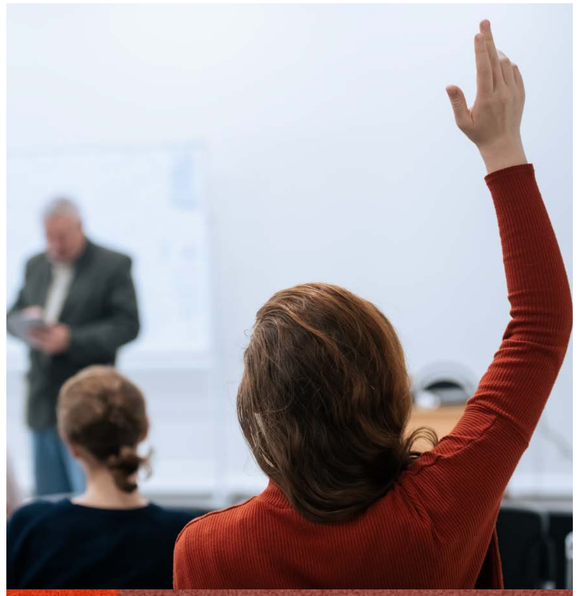
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Catch



1

Spot hidden Multipliers



2

Notice Psychological Safety Creators



3

Look Beyond Individual Performance

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CRUMBLE

GROW



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Educate

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Question rather than tell

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Challenge **before** support

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Grow



1
Educate



2
Question Rather Than Tell



3
Challenge Before Support

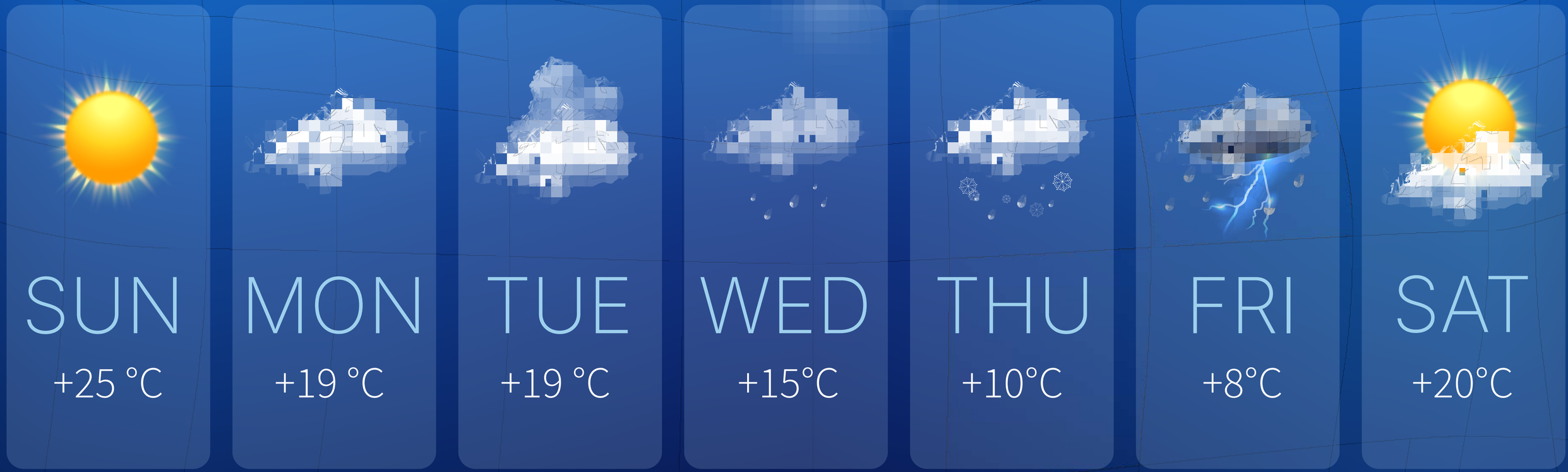
CULTIVATE OR
CRUMBLE

OPTIMISE



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Feedback systems

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Hire for multiplier potential

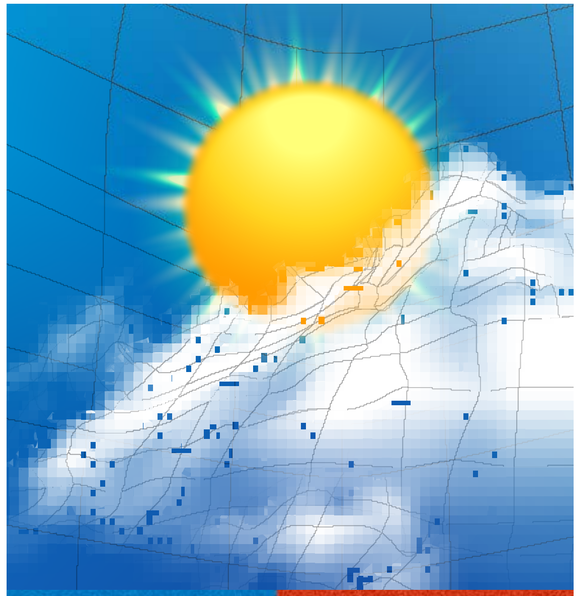
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Reward multiplier behaviours

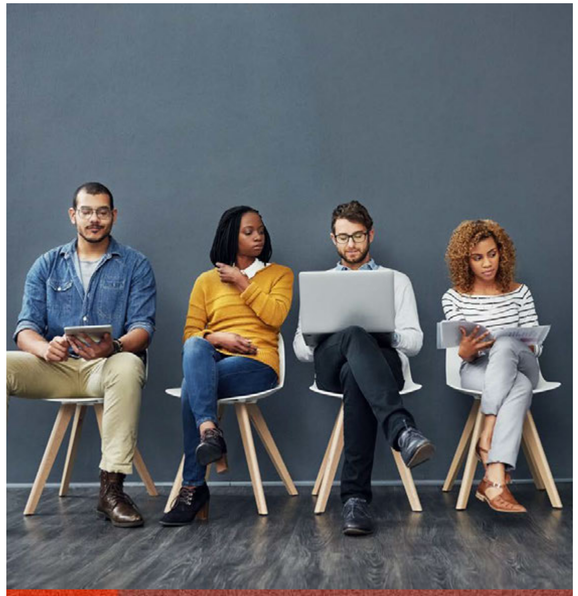
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Optimise



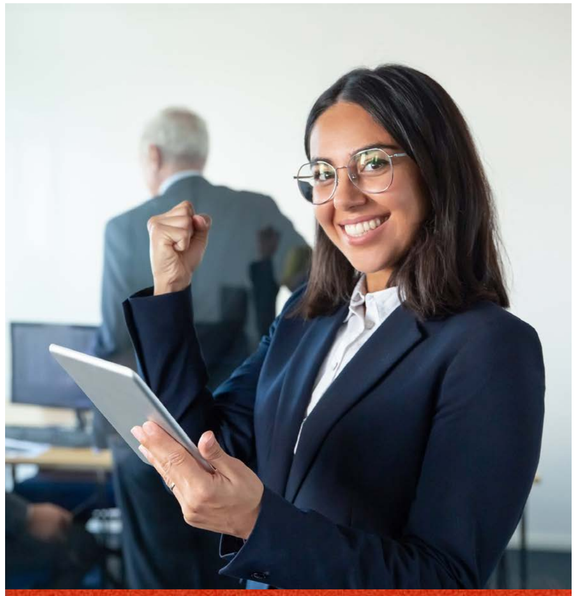
1

Weather Forecast Reports



2

Hire for Multiplier Potential



3

Reward Multiplier Behaviours

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66%

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3 Key Takeaways

1. **CATCH** Hidden **Multipliers**
2. **GROW** Multiplier **Behaviours**
3. **OPTIMISE** Multiplier **Systems**

“Will you **cultivate** or will you **crumble**?”

