LEADERSHIP | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

LEADERSHIP in Action

When I think of leadership the words that come to mind are, integrity, enthusiasm, vision and serving.

by **Carol Briney**

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When I think of leadership the words that come to mind are, integrity, enthusiasm, vision and serving. In a nutshell those are the words that sum up leadership for me.

Let's start with integrity. Have you ever heard the saying "your actions speak so loudly that I cannot hear what you are saying?"

> ***A leader must have integrity. People will not follow someone that they do not trust.***

What is your personal code of conduct? What are you modeling? Do you expect people to do things that you are not doing? Do you say one thing and do another? Do you tell the truth about your business opportunity and what you are earning? Do you make things seem better than they truly are? Whether we like it or not, our team will do what we do and follow our lead. My suggestion is to be sure that you are someone that you would want to enroll and work with.

Many people in this industry are taught the fake-it-'til-you-make-it way to do business. I believe we have got that line confused. I do believe in acting as if you have made it. I do believe in positive thoughts and affirmations, I also believe in visualization. I believe that positive thoughts and deeds are what are going to get you where you want to be. What I don't believe in is telling people fibs, or down right lies about how much you are making, I don't believe in living extremely over your means to trick someone into thinking you are doing well, and I don't believe in

“tricking the deal” so that people hear nothing but hype from you and then they are disappointed when things don’t turn out as you promised. It is our duty as professional networkers to be honest and upfront with people. To show people that this is a real industry that they can honestly make their dreams come true. This is a business with a learning curve. If you are willing to do the things that most people aren’t willing to do your life will change. There is a better way out there and we have it.

Let’s now move on to enthusiasm and vision. It is impossible to be a great leader without enthusiasm and vision.

> ***Leadership in network marketing is different than most any other industry because we are leading a volunteer army. A good leader has enthusiasm and vision in abundance.***

Where do you see yourself going in your company? People want to join someone who is going to the top, someone who loves what they are doing. They do not want to take on a project. How do you sound when you are speaking about your business opportunity? Are you excited to show people what you have to offer? Are you proud of your company and your products?

Once people join your business a good leader always remembers that he/she is the leader. People are watching you and ready to do what you do. Are you out there leading from the front? Are you doing the money making activities in your business, or are you on the phone complaining that no one is working and you don’t know why your business is not growing.

Last but not least, all of the great leaders I know are servant leaders. A servant leader is one who is up at night getting things done while others are watching TV.

A servant leader believes in others when they don't believe in themselves.

One of my favorite sayings is "look for the good and praise it." A great leader helps people to be their best. They know how to genuinely encourage others. A servant leader teaches people the way to do things and then steps out of their way so they can shine.

Until next time, remember I BELIEVE IN YOU!

Carol Briney is the founder and owner of Universal Order—a national speaking, training and home-based business consulting firm that focuses on simplifying life, and finding balance between work and play. She is a speaker, trainer, and home-based business consultant. Carol brings over 25 years of entrepreneurial and corporate experience to the platform.

Whether keynotes, conferences, executive retreats, church retreats, seminars, or consulting, people say Carol's greatest strength is to motivate and inspire people to positive action.

Carol has been a regular contributor to The Down Towner, Boomers Magazine, The Bloomfield Bulletin and Champions Magazine. Her business has been featured in the Herald, The Pittsburgh Post Gazette, The Tribune Review, and Balance Magazine as well as several radio and television shows.

Due to some health challenges in her family, and actually choosing to follow her own advice and simplify her life, Carol made the decision to reinvent herself. She investigated over 30 home-based business companies using very serious criteria and chose the company she is with due to their outstanding business model and ethics.

Carol's new company, Carol Briney Work From Home, was formed because Carol's passion is to educate as many people as possible about the toxic brew in their own homes and help them find better, safer products for their families and our planet, as well as teach everyone they do need a PLAN B for their life.

Carol is also the founder of The Business Leads Exchange Networking Group in Sharpsburg Pennsylvania.

Go to www.CarolBrineyWorkFromHome.com and get your free e-book. *How To Choose a Home-Based Business Using Business Criteria and Not Your Emotions*

Carol and her best friend and husband Ron, live in Aspinwall, Pa.