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The Role of Leader and Coach

Lead with passion and coach on purpose and you will be the leader that others will choose to follow.

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As a leader you have the opportunity to touch the lives of your team members in a way that will make a difference in many areas of their lives; yet your role as a “coach” is not to teach, instruct or direct - but rather to encourage, inspire and love.

But let’s be honest… Have you ever avoided calling a team member because you didn’t want to hear them lament over a problem or report that they have not yet followed through?

Or when you called, did your heart sink when you heard, *“I’m just not having any luck with my calls.”* Or, *“I just don’t know if I should be doing this.”* If this rings true, take heart - you are not alone!

> **Dealing with negativity or pessimism is a natural part of being a leader. The trick is in how you view and respond to the scenario, that marks you as a leader.**

Here are some suggestions:

Don’t take another’s dejection personally!

When a team member is feeling discouraged about their business remember, it’s not about YOU... it’s about them! Whether pressure at work or issues at home, Consultants often displace their frustrations and take it out on their business, when in reality, the business is something that brings them great joy.

Don't get their "stuff" on you!

Sometimes, managers become so connected to their team members that they actually feel responsible for their success. Don't allow the mood of a team member to determine your level of commitment. Stand strong in your belief, but remain compassionate and you will help raise your team member to your level, rather than get dragged down in the dumps with them.

Respond with love and empathy!

Be aware that there will be times when what your team member needs is ***not*** another suggestion, tip or idea. Instead, she simply needs someone to listen without judgment, respond without advice and reiterate a belief in her ability to work through the challenge.

Questions are the answer.

Discover the gift of asking questions that empower others. Questions begin with who, what, when, where and how. Questions come from a place of curiosity and have no judgment attached. For best results ask open ended questions that cannot be answered with Yes or No.

Be there for them.

Communicate three times a week with those Consultants who are demonstrating a high level of commitment to their business, and less often with those who are not. Review their progress on a regular basis and determine your personal communication by matching your efforts to theirs. Consultants who are investing a considerable amount of time on their business merit more of your time. Consultants who invest little effort in their business should receive less of your attention.

Many times an acknowledgment is all that's needed to help your team member through a challenge and on to success! Acknowledge her for the qualities it took to accomplish whatever goals or tasks she has reached for. You'll be amazed how

wonderful it makes you feel in the process!

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Article Provided by Nicki Keohohou, CEO of the Direct Selling Women's Alliance. DSWA is the professional association for direct sellers around the world. Visit the site at www.dswa.org or our blog at www.mydswa.org.

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