LEADERSHIP | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

LEADERSHIP

“Most of us sense that something is inherently missing in our lives, but we haven’t a clue how to overcome the problem.”

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True Leadership is the Art of Inspiring Others to Action Through one’s Own Exemplary Behavior

If you thought you could truly make a difference, would you be willing to step out of the crowd and be all that you can be? If you discovered that you possessed untapped leadership qualities and skills, would you use them? If you knew that you could inspire others to make a difference, would you be compelled to do so?

No matter what your role may be, you can choose to become a more powerful, effective leader. With a few simple, yet powerful tools, you can develop your leadership skills and use them to influence and inspire others to become all they can be.

Right now there are men and women just like you, from every walk of life, from all sorts of businesses and from every social and economic level, making a difference because they, like you, care deeply about something. They are using their leadership skills to make a difference. They are different themselves.

What sets them apart from the masses? It’s not their level of education. It’s not how much money they earn. It’s not where they come from, who they know. It’s not their sex, age, or occupation. It’s their awareness and sensitivity to the needs of others, their awareness of the challenges others face. It’s their enthusiasm for improving things and

for creating new opportunities. They have a passion for a cause bigger than themselves, and they have a deep desire to give something back to society. They have reaped the rewards of serving others. In looking for new ways for making a difference and for serving others, they have tapped their personal power and leadership potential.

There are common qualities that effective leaders possess. These qualities are characteristics present in all of us to some degree. To develop them and put them to use, you are not required to study complex theories or psychological gymnastics. Common sense ideas and attitudes that individually and collectively can make you a more dynamic, effective leader. Some of these qualities are “how to” skills and some are “people” skills. Others may involve philosophies and attitudes.

Leadership is not something you learn once and for all.

It is an ever-evolving set of skills, ideas and talents that will evolve and change as you do. To become an effective leader, you must first have a clear definition of what these leadership qualities are, a mission as well as an honest desire to improve yourself and make a difference to others.

Effective leaders, inspire others to aim higher, work harder and smarter, accomplish more in less time, and to enjoy doing it.

Every coach has a game plan.

Every military officer has a battle plan

Every airline pilot has a flight plan.

And every leader in network marketing should have a system for bringing out the best in others.

When your team wind up in the winner's circle, you can rest assured it wasn't by accident. It was because you and your team collectively did their job. And you, as the company leader, did your job very well.

You inspired your team with a vision of success.

You were sensitive to every individual's needs.

You challenged your team to stay focused and on purpose.

You encouraged and supported your team when they were down.

You kept your team motivated, and with a desire to be winners.

You became a mentor for your team, by setting the example, and by sharing your insight and experiences.

You provided the common vision and goal that held the team together.

You inspired your team to give their best despite the odds.

You were the confident leader who encouraged your team to take initiative, and teach others how to make contributions that benefited the organization as a whole.

All these things are the principles effective leaders follow in order to remain in the winner's circle.

Keeping Your Team Focused and Productive

What is leadership?

Leadership simply means this: "the courage to be first." Leadership is action, not a position.

Just like in any game, without a coach or leader, the player wouldn't know how to score, which direction to run, or maybe not even know how to play the game at all. Everyone needs a coach, someone to teach him or her the rules of the game. Otherwise a person might spend all their time on the defensive, not knowing that the only way to win is when they are playing the offensive.

What if someone joined your company and didn't know the rules? Could they possibly run in the wrong direction? Everyone needs a coach, a leader.

How do you become an effective leader?

An effective leader sets the example. As a leader, we live under a microscope. Nothing we do or say, as a leader will escape the scrutiny and examination of our followers. This is one of the most important secrets of effective leadership.

As a leader our followers mirror the example we set for them.

As a leader, we must ask ourselves repeatedly, "what message am I sending?" "What example am I setting?" "What environment am I creating?" When you, as a leader, set out to make a difference, your beliefs, words and actions inspire others to follow. As a leader, setting the example comes first and foremost. In short, you as the leader are accountable.

A leader doesn't ask his/her people, or expect them to do something that they wouldn't do themselves. Remember, leadership is action, not a position. It's not something you attain; it's something you are.

If a leader doesn't return phone calls, for example, they are teaching their team members by their own example, not to follow up. An effective leader must "talk the talk" and "walk the walk," if they want others to do the same.

An effective leader must be willing to serve. Service has a high value. If we contribute our time, energy, emotions, and effort, we will have a real impact on people and their problems. When we make a contribution to the wellbeing and performance of others, our level of fulfillment will be immeasurable.

Service is an attitude, not a department.

Everyone within an organization should be responsible for service. The willingness and ability to serve others, and How deep your service runs, and the type, kind and quality of service given will be the major key to the success of the organization. Effective leaders know that service starts at the top. It starts with one person. A leader's slogan should be, "service starts here."

An effective leader takes full responsibility for everything!

A leader's job is influencing human behavior, regardless of the goal. They never point toward someone else or an outside circumstance as the cause of their problems. They take full responsibility for their own actions, the actions of their people, as well as the end result produced.

Responsibility is defined as "the ability to respond" or "response-ability." A good leader takes full responsibility for how they, themselves feel, for their own actions, and for their results. They take full responsibility for how their people feel, and for how they perform. They take full responsibility for their team.

A good leader also knows that team building is like a farmer planting a crop. The farmer plant seeds; they are all

unique. Some grow, and some don't. It's called the law of averages.

If the farmer wants to increase his averages and increase his yield, he simply increases the nourishment, and that's always a fine balance. With his crops, the farmer can provide too much, or too little. Either one can destroy the crop.

It's your job as a leader to nourish your team and to keep the weeds out. You have to be quick with the hoe, to cut the weeds of fear, doubt, rejection and other types of negativity that will smother your harvest. At the same time the effective leader must not over nourish his people. A leader must take full responsibility for the growth and yield of his team, whether they have one or five hundred on their team.

An effective leader must have a vision.

Vision is defined as *"seeing with your imagination."* As a leader it's important to clearly know where you are going, and even more importantly, "why." Why do you want what you want? What compels you to do what you do? You'll discover the answer to your compelling "why" when you find the true purpose that drives you, the pure "essence" of "what" you want. Your vision can be small or earth shaking, but the most important part is that it must be clear. Being "clear" means knowing both "what" you want to accomplish, and "why" you want to accomplish it. A leader's vision, whether *clear* of *fuzzy*, will have an effect on those around them.

Your commitment to your vision becomes an example of leadership that will inspire and motivate others to have their own version of a mission. Whatever your vision, it is a powerful and magnetic leadership quality. Vision makes leaders stand out among other people.

Vision is at the heart of effective leadership.

An effective Leader sells everything---always! Every event, every training, every call, every meeting is a special event! An effective event is a sold event! If an event is worth having, it's worth selling. As a leader you must make sure that you give everything value! Your people will receive what they "believe" they will receive, and you can only sell an event, a new company policy, a new selling tool, or anything else, to the degree that *you* "believe" in its value.

So, what *is* an event? It's everything that's good about your business. A convention, or National meeting, a company beach party, a planning session with your team, a training, a special sales conference call, a special awards dinner, A sales contest, are all special events. They are events worth selling. If they are worth having they should be worth selling their value. A good leader creates value for everything! Learn to make everything a special event!

An effective leader is sensitive.

Sensitive leadership is not leadership that lacks strength or courage. It does not lessen a leader's power as some might think. A sensitive leader has a heightened awareness of issues, values and the people within his/her organization. Sensitive leadership simply means having the ability to stay focused on the world in which they operate, and in particular on the people they lead.

Sensitivity doesn't distract from other leadership qualities. It adds to them. For example, decision-making requires a greater sensitivity because direct selling is a business that can change so rapidly. That also makes it a risky business, and risk requires being sensitive to all the elements of the risks, including the potential outcome for all involved.

Risk taking is a major part of leadership.

When you consider successful leaders who make a difference, we see that they have the courage to take action, while others are waiting for a better time, a safer situation, or assured results. Effective leaders are willing to take risks because they know that being too cautious and indecisive kills opportunity.

Effective leadership also requires being sensitive to your people's needs.

People don't care how much you know, until they know how much you care. A leader should take every opportunity to appreciate the efforts of those on their team. There's always something to appreciate in every individual. You don't have to wait for record breaking sales months. A good leader looks for ways to recognize and appreciate others. They are sensitive to the little things that make a big difference in the lives of others.

A sensitive leader is a good listener. If someone has something bothering them, they know that if they don't listen, that person has doubt, and that doubt creates uncertainty, and uncertainty puts that person "out of productiveness." In other words, they are stuck, until the issue gets resolved.

Sensitivity to the needs of your people is crucial to your leadership effectiveness, because without responsive, productive people, all the other considerations quickly become secondary.

An effective Leader always keeps their team members connected.

The greatest of all human needs is the need to feel connected. A heart connection is what I call the nutrients of the soul. People in organizations all over the world are dying every day from malnutrition. They are dying because they have lost that sense of connection.

What do you connect people to? First you connect them to you, their leader. The more you do for others toward helping others to build their dream, the more they feel connected and loyal to you. Through direct and indirect communications, you connect them to their goals and dreams. Learning to paint vivid pictures of their future and place them into the picture is a trait that every leader must develop. Remember, when you are painting pictures that it should be a picture of what *they* want for themselves, not what

you want for them. People will work for *their* reasons, not *yours*. So you keep them connected with *their* dreams. A company and its leaders accomplish their goals by helping others within the organization accomplish their goals and dreams.

Keep them connected to the product they are selling, its benefits, its quality, its benefits for others. Keep them connected to the opportunity. Know why your people became a part of your business, and keep them connected to that reason. The more successes they have the more they will feel connected.

Keep them connected to the team. A team can become like a second family. People love being a part of a team.

Keep them connected to the company. Help them see the company as their partner in business. Connect them to the company and its leaders at every opportunity.

Keep them connected to the cause. The cause is not making money as some believe. There's no loyalty to money. Find the bigger cause that the company and they are working for, and then keep them connected to that cause.

Connect them to the opportunity, the dream, their dream, their vision, to time freedom, to financial freedom, or whatever it is that being a part of your company can offer.

Every telephone call you receive from one of your people, and every call you place to one of your people, is an opportunity to reconnect. When a call comes in, the effective leader assumes they are calling to get reconnected. When an effective leader calls one of their people, they stop and ask themselves first, how can I reconnect this person?

If all your team felt connected in every way, how would they feel? How would they perform? How dedicated would they be? How would *you* feel?

An effective leader doesn't wait for them to call, they are always looking for ways they can connect, some way that they can make a difference. Making connections is called building an emotional bond. Building emotional bonds is called building a relationship. Building relationships is what being an effective leader is all about.

An effective leader guides their team on three primary levels.

First, by helping each member of his team to discover and eliminate the underlying "blocks" that restricts them from performing at their full potential.

Second, by giving them a complete set of field proven, sales and marketing tools that will ignite inspiration, leaving them with a clear sense of direction that will lead toward future growth and increased productivity.

Third, he works with each person on his team to duplicate the process in them, thereby building depth and sustainable growth within the organization as a whole.

Jim Britt~
Another Great contributing author and leader for the TheNetworkMarketingMagazine.com