

BUILDING A CULTURE OF SUCCESS



By Dr Sylvan Lightbourne



TRANSFORM

Ordinary Employees Into

Extraordinary High Achievers

Table Of Contents

What Makes A Great Leader

01

What Is A Great Leader

02

10 Powerful Tips For Leaders

03



INTRODUCTION

Most of us will never have seen ourselves as being leaders. For the majority of us, the thought of taking charge of an office will not so long ago have seemed completely absurd. That's a job for high fliers, for people-people... for born leaders! But despite any initial apprehension, leadership roles are something that many of us will have thrust upon us against any protestations. In the vast majority of industries, progress and a hike in salary means taking on more responsibility. And that responsibility will very often take the form of some kind of leadership role. You can only progress so far before you start having staff under you and the further you then climb the ladder, the more people will start looking to you for direction and the more people you'll be responsible for.

That then leaves two choices: shy away from the pressure and the responsibility and live on the modest salary that comes from that, or learn to suck it up and take charge. And guess what? When you do accept that mantle and become the leader that you can be, you'll find that it's one of the best experiences imaginable for your personal growth and development. You'll become more confident, more able and more authoritative and it can completely transform the way you see yourself. So now the big question: can you learn leadership? Are some people simply destined to be good leaders while others will forever be disrespected and awkward in the role? Well, while some people are 'born with it' (as Maybeline would have us believe), it certainly is possible to learn the skills needed for leadership if you don't already have them. And as it happens, that's exactly what this book is about to do for you! So read on and prepare to learn the ins and outs of leadership and what it takes to inspire a team and get the very most out of them.

WHAT MAKES A GREAT LEADER

Perhaps the best place to start is by asking what makes a great leader. What is the end goal here? What are you aspiring to?

When we think of great leaders, we will often think of inspiring superhero types. People with heroic, puffed out chests, powerful voices and a cool air of confidence. They always know the right thing to do and they have the uncanny ability to reel off motivational and inspiration speeches at the drop of a hat.

No one ever defies these great leaders because they don't want to – the leaders are so just and wise that they have no need. But if anyone ever did cross them, they would be immediately be put to rights with a stern but fair judgement and unquestionable authority.

These are the leaders that make us feel safe, that steer our ships through uncharted waters and that make us feel like we can do anything as a team. Now the chances are that you probably have known a few people like this in your lifetime. Perhaps you have a parent who really is that wise, all-knowing figure.

Or maybe you had a teacher that inspired you when you were younger and helped you to make the career choices that led you to where you are today. You might also know of some famous real-life characters who fit this bill. Perhaps you know of a few celebrities who you look up to, or a few historical characters even.

But for the most part, this is not the reality of what makes a good leader. While all these things could certainly help you to inspire followers, they are certainly not necessary for you to become an effective leader.



So What Makes A Great Leader

What is the minimum entry requirement? Of course this is a somewhat abstract concept and not one that can be satisfied with a simple answer. But let's give it the best shot.

Ultimately, the best leader is the leader who gets results. And they do this by organizing, stabilizing and motivating a team in order to get more out of them than they would be able to accomplish on their own. So put simply: does having this leader in place make a big difference to the team's ability to accomplish goals?

If the answer is yes, then the leader is providing a useful function and they are worth keeping in place. If the answer is no, then you could make the argument that the leader is not useful and is a waste of money or time.



Cont'd

But this mentality, while accurate, is dangerous. Why? Because it leads to 'performance reviews' and other tests to identify the ability of the leader. A leader might then be punished or penalized if they should fail to meet monthly targets, or if they should be seen to be spending too much money. This seems to make sense when you think about leaders in terms of their ability to help teams meet goals but this is forgetting one small factor: time.

Because a leader's ability should not be measured in terms of their ability to accomplish X in T amount of time. If that is the only concern and the only aspect of performance that the leader is graded on, then in all likelihood they will end up making the wrong decisions for the good of the business and the good of the team. They will stick with what works, they will stick with what they know and they will avoid taking risks or evolving their business model to meet new challenges. A good leader should be someone who is able to see the road ahead and to seemingly pre-empt the changes that will affect businesses most.

So we can conclude that a great leader is able to help a team meet goals more effectively than they would otherwise and that these goals should be long term goals rather than short term. When a leader is stifled, it is very often because the leader above them is short sighted. If management higher up is forcing quarterly reviews with strict, punitive measures for those seen to be underperforming then it will stifle a leader's ability to grow and bring changes. This means that the goal needs to be right as well and in many ways, it's that goal that we will see is the most important driving force behind a great leader.



**SO WHAT IS A
GREAT LEADER?**



Good Leaders Believe In What They're Doing

Perhaps one of the single most important things for a good leader is that they believe in what they are doing. That is to say that good leaders should have a real passion for what they're doing and really believe in it. This is important because it will help them to make the best decisions for the long term of the business and also because it will help them to inspire others.



Good Leaders See The Big Picture

A good leader needs to be able to step back and see the bigger picture. They need to understand where the team is headed and what challenges will face them along the way. This is important because it will allow all the individual members of that team to focus on their smaller aspect.



Good Leaders Understand People

A good leader should be able to work with anyone. This means they need to be able to empathize with those people and to understand what makes them tick so that they can inspire them to take action. It also means that a good leader needs to know how to



Good Leaders Are Great Communicators

This also means you need to be able to communicate as a leader. Not only is it your job to communicate the plan in a way that your team can fully understand but it is also your job to communicate to your superiors and to your clientele.



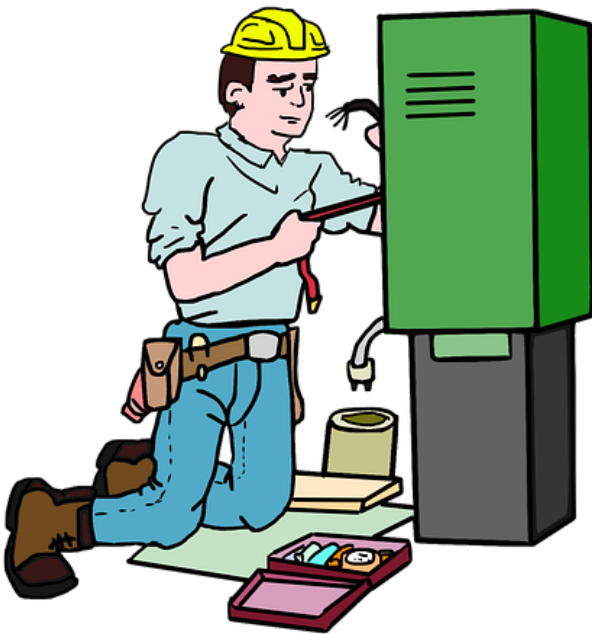
Good Leaders Think Ahead

A good leader shouldn't just be dealing with the day-to-day challenges of the business, but should be thinking one step ahead. You need to be constantly questioning what the next challenge will be and how to face it and you need to be thinking about how to grow, improve and scale your organization.

Good Leaders Have Contingency Plans

Good leaders also need to have multiple contingencies and backup plans. Think of your worst case scenarios and be prepared for them.





Good Leaders Lead By Example

It is important that you lead by example in all cases. This means that you need to take a 'do as I do' approach, rather than making one rule for one person and another for yourself. It also means more generally setting the tone. Teams look to their leaders as barometers – to identify how serious any given situation is and to know how they should react. If you panic, then your team will panic. If you stay calm, then your team will too.



Good Leaders Are Courageous

A good leader needs to be courageous. If this is sounding like your Saturday morning TV show again, then bear in mind that we're not talking about the kind of courage that gives you the strength to stand up to the Decepticons in Transformers. Rather, we're talking about the courage to take risks and to break the mold. This is very important



Good Leaders Take Responsibility

Once you have made that decision, it is critical that you stand by it and face the music. That means that you need to accept responsibility when things go wrong. This can seem unfair at times but once again, it is actually a feature that is important for the welfare of the team. By accepting responsibility, you remove culpability from your team and give them the freedom to work without fear of repercussions.



Good Leaders Have Broad Knowledge

A good leader should be something of a jack of all trades. The reason for this, is that it will give them the understanding to see how all the pieces fit together and it will mean they are able to deal with issues as they arise across departments; even when that means taking more of a top-level approach rather than understanding the nitty gritty. You'll also find that having some basic experience in each aspect of your business can help you to get more respect from the professionals in each aspect of your organization.



THE 10 MOST POWERFUL TIPS FOR LEADERS



Have A Vision You Believe In

This is by far the single most important point if you want to make sure your team respects you and that you are making the right decisions for your organization.

Focus On Your Mission Statement

As a leader, you need to see the bigger picture and that means focusing on how to deliver results and how to grow the business.

Build Resilience And Plan For Contingencies

Make sure that your business is able to handle crises and that you know what you'll do in any of the worst case scenarios.



Hire The Right Team

Your team should be diverse in their skills and their abilities but they should be united by the common goal that you all share and the common vision.

Give Your Team Autonomy And Credit

This is the best way to make work intrinsically motivating for your team and to ensure they work hard and passionately.

Stay Calm, Be Respected

This will keep your team calm and it will make you seem more confident. This is most important when you are challenged by dissidents and when you are going through tough times.

Be One Step Ahead

Use financial modelling and other techniques to stay one step ahead.

Take Responsibility

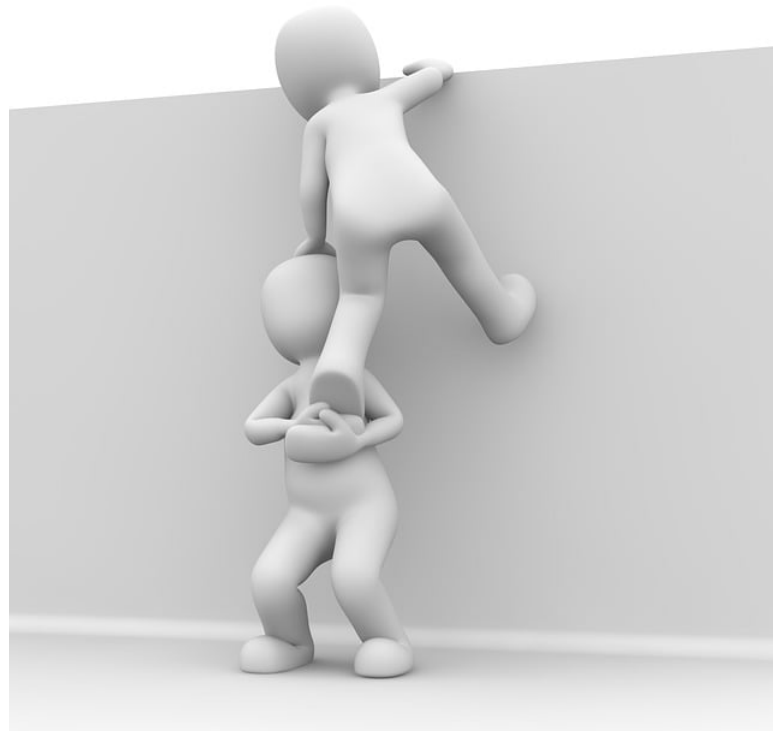
If things go wrong, you must always take responsibility. This gives your team confidence and assurance but also wins their respect

Be Knowledgeable

You won't be the best at anything and you need to know how to delegate. BUT you should also make it your business to understand the role of each team member so that you can oversee the course of your ship

Take Risks

It is important to take risks and be courageous as a leader. This is again what will allow you to grow and what will make your team achieve above the rest.



CONCLUSION



And there you have it. This is everything you need to know in order to start becoming a better leader and to let your authority, passion and wisdom emanate. And hopefully this is all rather intuitive as you've read through it all. Maybe you've even been able to relate it all back to people you know from your own life.

We've all seen bad leaders: they're the ones who clearly don't care and who don't want to be there. And they're the ones who want to try and 'act like leaders' by doing the things they think that 'leaders do' – that means micromanaging, making arbitrary rules and shouting at people.

Leadership is none of that. Leadership is something that emerges when one person has passion, vision and a cool level head to execute on their plan to make that vision a reality. If you truly love what you do, people will be inspired to follow you and see what it is you love so much.

If you cut a new path through the wilderness, people will be intrigued to see where it leads. And if you have the most knowledge and demonstrate the confidence in how to use it, people will turn to you for advice and guidance. Don't be a leader – just love what you do and be willing to stake everyone on your vision.



THANK YOU

We Welcome Your Feedback.