

Most Owners and Managers Don't Realize the True Impact That Their Leadership – Good, Bad or Ugly – Has on Their Business

Leadership is a Skill to be Developed and Advanced if You Want to Maximize Your Business's Potential

Leaders and managers have a significant impact, far beyond what they realize, on the people around them, and on the culture of their organization. The impact can be deep-seated and ubiquitous, effecting not only performance, but the very foundation of the business.

Fundamentally, leaders influence the people around them through their communications, values, relationships, actions, examples, demonstrations of respect for others, tolerance for change, tolerance for action, and motivations. Leadership development at all levels of ownership and management is therefore critical to positively changing cultural norms, increasing employee performance, and improving organizational problem solving and effectiveness. The question is, are you as a leader influencing those around you in a positive way in order to reap maximum benefit from your organization's most critical resource - its people?



Are You a Good Leader, or do You Only Think You Are?

Leadership has a direct effect on the performance and outcomes of an organization. Fundamentally, leaders influence the people around them through their actions and behaviors, which inform and communicate volumes to everyone with whom they interact, either directly or indirectly. It is a limelight with the power to instill motivation, trust, commitment... or mistrust, disarray and chaos. The question is, are you as a leader influencing those around you in order to reap maximum benefit from your organization's most critical resource - its people?

Leadership is Rarely Innate.

Like any other skill, leadership is developed, and it is the amalgamation of personal attributes, style, experiences, learned behaviors and developed methods and tool sets. And as a skill, it continues to evolve, for better or worse, based on the stresses, demands, opportunities and challenges facing the organization, as a whole, and the leader, individually.

Leadership quality and effectiveness is ultimately judged by the people following. Remember that while the triad of people, process and profit defines the essential elements of

successful business execution, and even though given that their priorities adjust depending on the stage of business growth, at the end of the day it is the rubric of people that drives successful processes which therefore effect sustainable profits. Leadership starts with people, beginning with you!

Leadership "Voice"

Leadership is expressed in communications and actions. Transformational leadership is about aligning beliefs, words and actions such that they have a positive, motivating impact on others. In essence, this is your "leadership voice".

Leadership in Context

If your company were a choir, would everyone be singing together in unison and harmony? Or would everyone be singing different tunes, or maybe not be singing at all?

Think of your leadership, and of you being the leader, like that of the director of a choir. Transformational leadership is about positively impacting others to understand and adopt your mission and become self-motivated to work in unison to achieve your vision. When this happens, the choir begins

singing together, in tune, and harmonizing to each individual's strengths and contributions for the greater good of commonly adopted goals.

When the choir sings and harmonized together, people, process and profits align towards achieving sustainable performance and results.

The Six Leadership Styles – Which Are You?

Visionary - moves people toward shared dreams when changes require a new vision, or when a clear direction is needed. This style has a strongly positive effect when applied appropriately.

Coaching - connects what a person wants with the organization's goals, and helps people improve performance by building long-term capabilities.

Affiliative - creates harmony by connecting people to each other, heals rifts in a team, motivates team members during stressful times, and strengthens connections

Democratic - values people's input and gets commitment through participation by building buy-in and getting valuable input from employees.

These four styles have a strongly positive cultural impact when applied appropriately.

Pacesetter - leans into challenges and sets goals to get high-quality results from a motivated team. However, the impact on culture can be negative with too much emphasis on speed and conflicting messages.

Commanding - soothes fears by giving clear direction in an emergency. This style can be effective in a crisis, to kick-start a turnaround, or help with problem employees. When used too frequently, this style becomes highly negative.

Start by Evaluating Your Own Leadership

Being self-aware of your style, and more importantly, being aware of how you are perceived and received by others is a fundamental and necessary step in advancing towards transformational leadership.

In evaluating the effectiveness of your current leadership it is paramount to consider your impact in context to the people around you. With that consideration in focus, now ask yourself the following questions:

1. Do you understand how your current leadership voice actually influences profitability and culture?
2. Do you know how your leadership voice sounds to others?
3. In fairness, if you were an employee, would you be motivated to follow your leadership voice?
4. Do you have the capacity and motivation to transform your leadership voice?
5. Are you aware of the strengths and challenges of your leadership voice?
6. Is your leadership voice effectively communicating your company mission and vision to others?
7. How attuned are you to appreciating your current strengths and challenges?
8. How aware are you of the strengths, weaknesses and motivations of others in the company?
9. Are you satisfied with your current leadership voice?
10. Is your leadership voice inward focused, about you, or outward focused, about everyone as a whole?

On Becoming a Transformational Leader

Our change solutions start with scientifically validated leadership assessments that guide the development of custom designed tools and training to build for you and your managers a deeper and more complete understanding of the implications of your behavior within the organization — and then guide you and your team in taking better actions to improve yours and your managers impact on your people and your business.

In this process we help develop:

- Develop a foundational understanding of how you are perceived as a leader in the context of your organization.
- Develop an understanding of your “leadership voice” and how it impacts communication, peoples’ perceptions of you and your leadership, and ultimately your leadership results.
- Develop methods and behaviors to self-motivate others to act for the greater good of the organization and work in unison towards your vision.