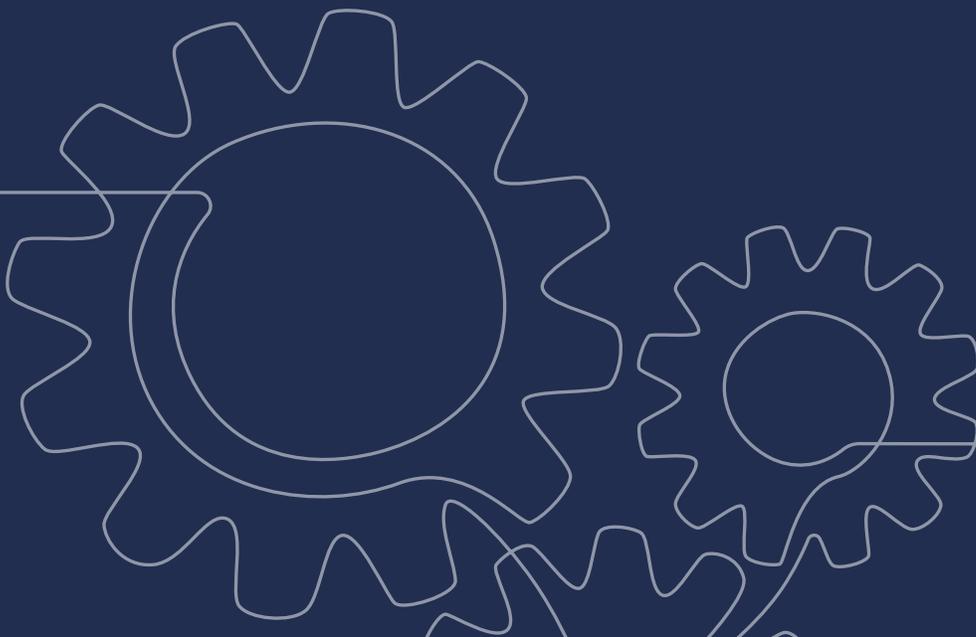


# 9 Secrets of Successful LEADERSHIP



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## #1 SECRET

# Leadership is a Lifelong Journey

It doesn't matter who you are. It doesn't matter what your title is.

It doesn't matter how long you've been doing it, or how much you've achieved.

Leadership is a lifelong journey!

**We're either growing or we're dying.**

Effective leaders strive to learn something new every day.

There's no finish line!

This is a simple yet VERY important lesson. Keep it in mind as you read the rest of this eBook!



## #2 SECRET

# Real Leadership is About Influence, Not Positions or Titles

Why do people follow leaders?

In many cases, people follow someone because of their position or titles.

But that's not real leadership.

**Real leadership is about influence. It's about influencing others so that they WANT to follow you...not because they HAVE to follow you.**

As John Maxwell says, "the only thing a title can buy is a little time – either to increase your level of influence or undermine it."

Influence can't be awarded or assigned. It can only be earned.

Our influence comes down to seven factors:

1. **Character** – Who They Are. Leaders embody a person your team can admire for a hard work ethic and strong moral character.
2. **Relationships** – Who They Know. Leaders treat others with respect, want their best for their people, and strive to build lasting relationships.
3. **Knowledge** – What They Know. Leaders don't have to know everything, but they should always seek to learn more so that they can make educated decisions.
4. **Vision** – What They See. Teams can't succeed without a clear vision for success. Leaders must see the vision first, then share it with the team!
5. **Experience** – Where They've Been. Teams are more likely to follow a leader who's been there before and solved tough challenges.
6. **Past Success** – What They've Done. People are always more comfortable following someone with a record of success under their belt.
7. **Ability** – What They Can Do. Leaders have to show that they can lead a team to victory. If they don't have the skills, experience, or knowledge to tackle problems, their influence will be limited.



### #3 SECRET

## Communication and Transparency is Everything

Trust is key. To lead your team effectively, they have to trust you.

**To build trust, you need to communicate. It's important to be transparent.**

This is especially true during times of crisis or change.

If you're going to be making a big decision, communicate options to your team. Let your team know what options you're considering and why.

When you do make a decision, explain your thought process.

If you don't communicate, it's easy for distrust to sneak in.

If you're quiet when changes are happening or a crisis is looming, people might think you're hiding something.

If you make an unpopular decision without explaining why, people might jump to the wrong conclusions.

Be as transparent as you can. It helps your team trust you, boosts morale, and stops the rumor mill in its tracks.

The more transparent you can be, the better. Teams like to be in the know!



### #4 SECRET

## People Rise or Fall to Your Level of Expectations for Them

The law of expectations means that whatever you think of your employees, you're right!

If you doubt someone will ever be successful, they'll deliver minimal effort.

**But if you believe in someone and expect them to excel, they'll fight tooth and nail to prove you right.**

The trick is that you have to sincerely believe in your people.

People can sense whether you really believe in them or if you're faking it.

It's demoralizing to know that a leader doesn't believe in you.

"They've already made up their mind," the team member thinks. "Why should I try harder? They already think I'm not a winner."

Don't just tell your teams you believe in them – SHOW them!



## #5 SECRET

# Leadership is Not a Team Sport But a 1:1 Sport

In my leadership courses, people are always shocked when I say leadership is not a team sport.

They say, "but leadership is about leading a team!"

That's correct...

**But the way we create and lead effective teams is through one-on-one relationships and connections. It's about our connection to the individuals on our team first and foremost!**

We can't get the best from our teams unless we understand what drives each individual on our team on a personal level.

Some are motivated by money and titles. Others are motivated by recognition.

We also can't coach people to achieve their best if we don't know their unique strengths and weaknesses.

Furthermore, we must have a genuine relationship built on trust, respect and empathy with each team member. Otherwise, our team members won't be willing to go the extra mile!

All these points start with having regular one-on-one conversations with each team member.

## #6 SECRET

# You Can Assign Responsibility, You Can Assign Accountability, But You Can't Assign Ownership

As a leader, you can assign responsibility and accountability to your teams.

You can mandate that team members do X,Y, and Z. You can mandate someone takes accountability for projects.

**However...you can never assign true ownership.**

At the end of the day, it's up to each individual to take ownership for themselves.

Real ownership is about owning your successes and your failures. Ownership is striving daily to deliver the best possible results, brainstorming new ways to do things more effectively, and really going the extra mile.

That sort of attitude cannot be assigned. Your team members have to CHOOSE ownership of their work. As a leader, you can't control that.

However, leaders CAN create an environment that INSPIRES team members to make that choice.

And the #1 thing you can do to inspire team members to choose ownership is to coach them to develop their own solutions to challenges.

As leaders, we often think our job is to give direction and solve problems.

**But in reality, the most powerful thing we can do is empower our teams to think for themselves and solve their own problems.**

Deep down, most people want to solve problems. They want to be the person that makes an impact.

So when people come to you for help, coach them to solve the problem on their own.

Ask questions. Prompt them to think outside the box. Ask where they might start first, or if they have any ideas to tackle the problem.

When people develop their own solutions and ideas, they take pride in their work and get invested in the results. The more this happens...the more likely they are to take ownership!



## #7 SECRET

# Great Leaders Give Their People Room to Make Mistakes

One of the most powerful things leaders can do is give their people room to make mistakes.

It sounds counterintuitive! But it's true.

As leaders, it's tempting to try to avoid mistakes at all costs. We might step in and micromanage team members' actions. After a mistake is made, we might offer someone a stern word so they don't do it again.

**But a mistake is only a failure if we don't learn from it.**

If leaders never let their teams make mistakes, they never have opportunities to learn and grow!

A fear of mistakes hampers our ability to innovate, experiment, and try new things.

Furthermore, micromanaging leads our teams to highly depend on our involvement – which limits someone's ability to grow and develop on their own.

Let your teams make mistakes. The key is to have a frank discussion afterward to get their thoughts on what went wrong, why it went wrong, and how the whole team can do better next time.

## #8 SECRET

# Leadership is About Getting the Best FOR Your People... Not Trying to Get the Best FROM Your People

Every leader or manager wants their team members to be better at their jobs.

**The difference between a true leader and an ineffective leader is WHY they want their team to improve.**

Ineffective leaders want their employees to improve for better team results. They want their team to improve so they can report higher revenue numbers, higher customer satisfaction, etc.

In other words, they want the best FROM their people.

But true leaders focus on what's best FOR their people.

They still want their team to improve...but they want it because they want to see their team members grow.

Great leaders want to see their team members develop new skills, improve, and become so successful they get raises and promotions.

It sounds counterintuitive. But nothing is more inspiring than a leader who knows you can be wildly successful and reminds you of that every day.

**If you help people get the best FOR themselves... they'll deliver the best for you too.**

Besides...as your teams grow, you'll end up achieving those results you wanted FROM them in the first place!



## #9 SECRET

# Leaders Must Go First!

Every leader wants their team members to improve.

Every leader wants their team members to work hard and make sacrifices.

But no team member will do these things if their leader isn't doing them first!

**As a leader, you have to model the behavior you want to see from your team.**

If you want your team to put in the long hours to finish a tough project on time...you have to be the first person to do put in the hours.

If you want your team to work on their communication skills, you need to work on yours first.

**Don't just tell your team what you want them to do differently. Lead by example and show them!**



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