



WHY DO I WRITE SO MUCH ABOUT LEADERSHIP? FIRSTLY, YOU DON'T HAVE TO BE A MANAGER TO BE ONE OR EVEN NEED TO ASPIRE TO BE ONE. SECONDLY, GREAT LEADERS CAN MAKE GREAT PEOPLE. CHIEFLY HOWEVER, IT'S BECAUSE THE COUNTRY IS NOT SHORT ON IDEAS, OPPORTUNITIES, MANPOWER, TALENT, RESOURCES OR CUSTOMERS. OR MANAGERS. WHAT WE ARE SHORT ON IS STANDARDS. THERE ARE TWO WAYS TO MAINTAIN STANDARDS. "DO AS I SAY" (MANAGEMENT) OR "DO AS I DO" (LEADERSHIP). THAT'S WHAT WE'RE SHORT ON. YOU TELL ME WHICH IS BEST. GOOGLE 'MANAGEMENT'. ON PAGE 1 THERE'S A DEFINITION. IT READS, "THE PROCESS OF DEALING WITH OR CONTROLLING THINGS OR PEOPLE". THEN GOOGLE 'LEADERSHIP'. THE DEFINITION READS; "THE ACTION OF LEADING A GROUP OF PEOPLE OR AN ORGANISATION". PROCESS AND ACTION ARE THE MONEY WORDS FOR ME. THE THING IS THOUGH; I'M NOT A FAN OF USING A FORM OF THE WORD YOU'RE SEARCHING THE MEANING FOR - IN ITS OWN DEFINITION. UNDERSTANDING THE CONCEPT OF LEADERSHIP IS THE FIRST STEP TO BEING A LEADER. DEFINING THINGS ISN'T A GUARANTEE OF BEING ABLE TO EMULATE, UTILISE OR PROJECT. IT MIGHT ONLY BE A GUARANTEE THAT YOU'LL MANAGE. IN THAT CONTEXT, MANAGE CAN MEAN JUST BEING ABLE TO COPE. LET'S SEE HOW MUCH STUFF WE CAN COVER IN HALF A PAGE

Recruits are attracted to leaders and brands but they resign from managers. If you're experiencing higher than ideal staff turnover, consider the ratio of leadership to management going on. The two issues are joined at the hip. Also, consider that teams who feel they are a priority tend to be loyal. They tend to inspire loyalty in customers and the customers tend to pay more and refer more. **This is morale!**



Succession plans rely on identifying influential individuals and encouraging them to be examples. Pay them like superstars when they do. Marshalling talent is a leadership mandate. Measuring results is managing; ergo a skilled measurer is useless without the ability to muster talent. As a rule of thumb, consider how many people in your team display attributes that do any justice to your original mission statement.



Setting consistent examples is the only way to enforce accountability. Being tough is only bad when the toughness varies and it usually does as the pressure from above varies. Consistent toughness is fair as long as it's dispensed with equal helpings of compassion. This is insightful, empathetic and necessary for a cohesive group. When the example that's set, contradicts the agenda or the plan, followers get confused. Contradictions cause inaction, tension and a downturn in results. Please note that these concepts are totally interchangeable with parenting, account management and general decency.



Vigilance over these concepts provides a fringe benefit; **stability**. Nothing is more essential to a functional person than being able to rely on a stable group. Factors to look for include mutual respect, obedience, enthusiasm, optimism and basic niceness. Being nice and having fun aren't in too many management textbooks but without them, life and work can be dour, monotonous and tedious to witness. Jim Collins wrote that 'great leaders look out the window to assign credit and in the mirror to assign blame'. Loyalty to the leader equals loyalty to the cause. Nothing inspires loyalty to the cause more than when the leader has the courage to take one for the team. You can't do that from the ivory tower. You can only do it from the front.



For life and work, get the family on your team and treat your team like a family - whether you lead it or not. Create cohesion through simple focus. Ask yourself, "What can I do today to benefit my team/family? You don't need a title to be an example and you're always an example for better or worse. The most effective people are the ones who are present in the moment and make conscious decisions about their own standards. The world is changed by the example you set - not the opinion you offer. Be likeable. 9 times out of 10, likeability determines who leads and who sells. How likeable is the group you rely on? Those who follow take their cues from those who lead and regardless of your goals, you probably have expectations. Your expectations will only be as strong as what you are willing to tolerate.

