

# LEAD





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## Leaders succeed if they; Learn - Anticipate - Adapt

Are you expecting your team to know how you lead without telling them? If they guess wrong do you fire them and hold back incentives? If they guess right do you promote them and give them a raise?

How can business owners ask their employees to follow them if they don't know how they lead? or where they are going? How are they going to inspire them?

by James S. Wittmack

### Don't be like Alice

- 'Would you tell me, please, which way I ought to go from here?' asked Alice.
- 'That depends a good deal on where you want to get to,' said the Cat.
- 'I don't much care where—' said Alice.
- 'Then it doesn't matter which way you go,' said the Cat.
- '—so long as I get SOMEWHERE,' Alice added as an explanation.
- 'Oh, you're sure to do that,' said the Cat, 'if you only walk long enough.'

### A company succeeds if the Leader does 9 things

1. Identify and implement your Leadership Style
2. Identify and apply your Leadership Philosophy
3. Identify and execute how you Lead
4. Establish your company culture
5. Identify and hire personality styles that thrive in your culture
6. Write a clear business plan as a road map to success
7. Conduct quarterly reviews to stay aligned with your team members
8. Conduct quarterly initiatives to keep your team on track
9. Conduct annual planning sessions to prepare for next year



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Have you ever been invited to go somewhere by someone who didn't know where they were going? If they replied, "I don't know", How would you be able to determine if you wanted to go with them?

### Set the direction, mission, vision, and focus of the company

- Push into new areas to be most innovative and competitive
- Lead the planning process to focus on both short term and long term
- Ensure a focus on customer satisfaction in all decision making

### Act as chief communicator

- Keep important goals, facts, and challenges in front of people, along with the mission, vision, and company objectives, to gain alignment, understanding, involvement, and commitment to action
- Promote effective and continuous two-way communication among all people in the company so everyone has the information needed to fully contribute to the mission and vision

### Cultivate the culture

- Set the tone and ensure retention of the corporate values by setting an example and reinforcing the values in others
- Instill an "entrepreneurial spirit" in everyone, along with accountability for results

### Lead the Executive Management Team

- Facilitate productive and creative interaction as a model for all teams
- Continuously build the capacity of the team to work effectively together
- To lead the company to higher levels of growth: ensure that all members are "team players" and support each other while working in the best interests of the team as a whole





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## Manage corporate resources

- Maintain a healthy financial picture that balances short and long-term needs
- Use appropriate methods of measurement and control to ensure follow-through and accountability at all levels
- Ensure that all hiring practices focus on finding the “right” people with the best talents and fit with the culture. Design structure and processes to fit strategy and culture

## Promote cross-functional “connectivity” in all departments

Propose re-structuring when necessary, based on strategic needs, and ensure that new role definitions are clear and the change process is effectively managed

## Engage in continuous learning

- Search for and identify new ways to improve the company
- Proactively ask for feedback and use it to make positive change

Related blogs;

- Leadership style
- Leadership Philosophy

If you would like our assessment to help you determine how you LEAD, click on the message tab on [minddumpinc.com](http://minddumpinc.com) or email to [minddump@minddumpinc.com](mailto:minddump@minddumpinc.com)

