

YOU CAN'T SEND A DUCK TO EAGLE SCHOOL

And other Simple Truths of Leadership

By Mac Anderson

⇒ LEADERSHIP
WOULD BE
EASY, IF IT
WASN'T FOR
PEOPLE

- ▶ What can I do to help?
 - *What can I do to help you serve the customer better?
 - *What can I do to make your working environment more pleasant?
 - *What can I do to help you better balance your work and family life?

⇒ LISTENING IS
WANTING TO
HEAR

--

JIM
CATHCART

- ▶ You've taken the time to listen
 - ▶ Important!!!
 - ▶ It's the little things, not the big ones, that will earn the respect of your people

⇒ CHANGE IS
GOOD...YOU
GO FIRST!

- ▶ Change is the key that unlocks the door to growth and excitement in any organization.
 - ▶ Leaders should inspire a “culture of change”
 - ▶ Keep change and continuous improvements on the “front burner”
 - ▶ Don't wear blinders
 - ▶ We must be innovative, risk-takers and creative
- IN THE END, IT IS IMPORTANT TO REMEMBER THAT WE CANNOT BECOME WHAT WE NEED TO BE BY REMAINING WHO WE ARE

⇒ ACCEPT YOUR
LIMITATIONS AND
YOU'LL
EXPAND
YOUR POTENTIAL

- ▶ Leaders fail because they are unwilling to accept their limitations
 - ▶ Walt Disney failed
 - ▶ Surround yourself with great people

⇒ LEADERS NEED
TO “FORGET REAL
GOOD AND
REMEMBER FEEL
GOOD”

--
TOM ASACKER

- ▶ Remember our customers
 - ▶ How customers feel about you and your business doesn't matter, the difference is how you make them feel about themselves and their decisions.
 - ▶ We need to replace our brain with our heart
 - ▶ How am I making my customers feel?

⇒ ATTITUDE
ISN'T
EVERYTHING,
BUT IT'S
PRETTY
DARN CLOSE

▶ ATTITUDE:

- ▶ Is yours worth catching?
- ▶ How do you get your people to be so nice?

⇒ YOU ONLY
GET ONE
CHANCE TO
MAKE
A FIRST
IMPRESSION

▶ FIRST IMPRESSION

- ▶ Be welcoming
- ▶ Be helpful
- ▶ Give a personal touch

“Giving people a little more than they expect is a good way to get back a lot more than you’d expect”

--Robert Half

⇒ "IF THE FIRST THING YOU DO
WHEN YOU WAKE
UP IN THE MORNING IS EAT
THE FROG, THEN
NOTHING WORSE CAN
HAPPEN FOR THE REST OF
THE DAY"
--BRIAN TRACY

- ▶ WHAT IS YOUR FROG?
 - ▶ Most difficult item on your things to do list
 - ▶ Don't procrastinate
 - ▶ Get that energy and momentum

⇒ "THE PRICE OF
LEADERSHIP IS
RESPONSIBILITY.
...AND PART OF THAT
RESPONSIBILITY IS TO STAY
POSITIVE WHETHER WE
FEEL LIKE IT OR NOT."

--
CHURCHILL

- ▶ "THE ATTITUDE OF THE LEADER WILL DETERMINE THE ATTITUDE OF THE PACK."
 - ▶ Everyone has doubts, fears, and disappointments
 - ▶ Our actions and attitudes influence our team
 - ▶ What helps our attitude?

“A leader’s job is to look into the future and see the organization, not as it is, but as it should be.”

--Jack Welch

⇒ "YOUR PEOPLE WILL ONLY
TREAT YOUR CUSTOMERS
AS WELL AS THEY ARE
BEING TREATED; THUS TO
HAVE SATISFIED
CUSTOMERS, THEY MUST BE
SERVED BY PASSIONATE
PEOPLE."

--

HOWARD SCHULTZ,
FOUNDER OF STARBUCKS

- ▶ COMPANIES DON'T
SUCCEED...PEOPLE DO
 - ▶ A key to Starbucks success
(Howard Shultz, founder):
recruit well-educated people
who were eager to
communicate his passion for
coffee.

⇒ "YOU NEVER KNOW
WHEN A MOMENT
AND A FEW
SINCERE WORDS
CAN HAVE AN
IMPACT ON A LIFE."

--ZIG ZIGLAR

- ▶ <https://www.youtube.com/watch?v=Y9X9wD7dz4k>
 - ▶ WOW – what a gift!!!
 - ▶ Path of least resistance
 - ▶ Enable others – they just need “the push”

⇒ "THINGS THAT
MATTER MOST
MUST NEVER BE AT
THE MERCY OF
THINGS THAT
MATTER LEAST."

--GOETHE

- ▶ BURN BRIGHTLY WITHOUT BURNING OUT
 - ▶ Above the Zone
 - ▶ In the Zone
 - ▶ Below the Zone
 - ▶ Plug the leaks, fill your tank

⇒ TRUST AND HUMILITY

- ▶ TRUST
 - ▶ Removal = destruction
- ▶ Humility
 - ▶ Good leader vs. Great leader

⇒ THE GREAT
LEADER TRULY
UNDERSTAND THAT
EFFECTIVE
COMMUNICATION
IS THE KEY THAT
UNLOCKS THE
DOOR TO TRUST.

- ▶ 3 KEYS TO EFFECTIVE COMMUNICATION
 - ▶ What's Happening
 - ▶ What's Coming Up
 - ▶ How they're doing

⇒ KNOW THE
MAGIC OF
PULLING
TOGETHER

“Teamwork is the ability to work together toward a common vision and the ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to obtain uncommon results.”

Successories Print

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⇒ "RECOGNITION IS A
NEED WE ALL CRAVE,
AND
THERE ARE NO
EXCEPTIONS."

--DR. ABRAHAM MASLOW

▶ ONE OF THE GREATEST CHALLENGES
AS A LEADER IS HOW TO HELP
YOUR PEOPLE FILL THIS NEED.

- ▶ Why is it so quiet??
- ▶ Show appreciation

The greatest management principle
in the world is 'The things that get
rewarded and appreciated get
done''

Michael Le Boeuf

⇒ IDENTIFYING THE
CORE VALUES
THAT DEFINE YOUR
COMPANY IS ONE
OF THE MORE
IMPORTANT
FUNCTIONS OF
LEADERSHIP.

▶ CORE VALUES

- ▶ Critical to build great brands and companies
- ▶ Must be continually enforced to truly make it part of your companies culture
- ▶ As a leader, you must select your core values carefully because once you commit, your credibility is on the line.

- ▶ “GOALS are for the future; VALUES are for now.
GOALS are set; VALUES are lived
GOALS change; VALUES are rocks that you
can count on.

--Sheldon Bowles

▶ <https://player.vimeo.com/video/99086748>