



Why should You Grow as a Leader? (9-1)

Leadership Growth!

To be more effective (influential), you must develop your leadership with you, your team, your employees, and your clients.

Leadership ability is the leadership strategy that determines a person's level of effectiveness.

To illustrate an example of leadership level and what must be done to take a business, project, team, and/or organization to the top, review the story below.

In 1937, two brothers opened a small drive-in restaurant in Southern California. As people became more dependent on their cars in the 1930's, drive-in restaurants became more popular.

These two brothers, Dick, and Maurice grew their business to the point where they leveled in their income and success.

They did not know what to do from this point to grow their success further. Dick and Maurice McDonald (known as the famous McDonald brothers – McDonald's restaurants) made the right choice by recognizing their abilities and inabilities. The brothers tried franchising their restaurants but failed miserably! They failed because they lacked the necessary leadership skills.

What did they do about this? They hired Ray Rroc!

What did Ray Kroc do that the McDonald brothers could not do?

Ray Kroc had the necessary leadership abilities, the commitment, the desire, and he kept at it.

Dick and Maurice were excellent restaurant owners. They understood how to run a business, make their systems efficient, cut costs, and increase profits. They were efficient managers. They just were not leaders.

As Ray Kroc began his 8-year journey with no pay, borrowing money, paying for a few key leaders from his borrowed money, and sheer perseverance, he used his leadership ability to see his dream come true in 1961.



Some of you might be thinking that you cannot see success and/or be a leader.

Success is within the reach of everyone. The higher you want to climb, the more leadership you need in your life.

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