



## 14 Leadership Insights for Greater Life Outcomes!

### What is Leadership? How Does Your Leadership Impact You and Others?

#### Training 9-1: Why Leadership Growth?

##### **Why should you grow as a leader?**

To be more effective (influential), you must develop your leadership with 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 a gentleman by the name of Ray Kroc.

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 good 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 just about everyone. The higher you want to climb, the more leadership you need in your life.

### **Training 9-2: How Do You Grow as a Leader?**

#### **Leadership Develops Daily – Not in a Day.**

It is the day-to-day things that are the most important. It is what you are doing in your present situation that will give you the platform over the long haul for leadership and success.

I am reminded about a successful leader as seen in history – Joseph. This man, and mind you every person has gifts and talents, had the gifts of administration, business, interpretation of dreams, wisdom, and several others.

His brothers sold him into slavery – he was a slave for 13 years. He rose to power in his position. He was then thrown into the dungeon (prison) for several years even though he had done nothing wrong. He rose to power in the dungeon and managed all the affairs of the jail.

After interpreting the dreams of two other prisoners, the dreams came to the past as stated, one being executed and the other being restored to their position to the King he was forgotten about for a few more years. Joseph kept on being a man of character, did not waver in his faith and the dreams shown to him as a young person, and kept his focus and did what needed to be done in the situation he found himself in daily.

#### **The next event that took place was amazing!**

The King had a couple of dreams, and no one could interpret them. The person who had been restored his position to the king a few years ago remembered Joseph. He told the King about Joseph and the interpretation of his dream and the other person's dream.

In a matter of a few hours, Joseph was bathed, shaved, dressed, and brought before the King. Joseph interpreted the King's dream and Joseph was elevated to second in command.



In fact, because of Joseph and his character, obedience, faith, and belief in what he was called to do, Joseph's acts, management and leadership helped save countless lives.

Remember, as you take store of where you are at in your life; let the present situation you are in be your foundational building block for your success and your leadership growth.

**Special Note:** Let all things work together for your good and make the best of every situation and do not compromise your character and/or anyone else's character.

### **Training 9-3: Leadership's Four Phases of Growth**

Your leadership development and leadership progress will occur according to the following steps:

#### **Phase One: I do not know what I do not know**

Most people miss the value of leadership – it is believed to be for only a few.

For those that do not understand the value of leadership, they have no idea the opportunities they are passing up when they have not learned how to lead.

Understanding that leadership is influence (being able to influence others), a person will be able to know and from knowing they will be able to grow.

#### **Phase Two: What I don't know I know.**

... at some point in life, we are placed in a leadership position only to look around and discover that no one is following us.

The learning process, a result of self-discipline and perseverance, is ongoing. Successful leaders are learners throughout their lifetime.

Do whatever you can to learn. Get around other leaders. Take notes. Read. Listen. Journal. Get to know yourself. Take classes. Go to seminars. Continue persevering and practice self-discipline in all that you do every day for the rest of your life.

#### **Phase Three: When I grow, I know it, and it starts to show.**



When you recognize your lack of skill and begin the daily discipline of personal growth in leadership, exciting things start to happen.

Apply the law of process – what you apply today, tomorrow, this week, this year, and so on; you will someday experience the effects of this in your leadership and the results of your leadership.

**Phase Four: I go from what I know.**

This is an automatic phase. You do things because of your ability to lead being almost automatic from all the time, perseverance, lessons, and experiences you have been through.

The following phrase and quote say it best: “Champions don’t become champions in the ring – they are merely recognized there.”

“You can map out a fight plan or a life plan. But when the action starts, you’re down to your reflexes. That’s where your roadwork shows. If you cheated on that in the dark of the morning, you’re getting found out now under the bright lights.” Joe Frazier

**Special Note:** Whatever you do, do not cheat yourself in every step of your preparation. You will pay for it later if you do. It is an easier price to pay the first time.

**Training 9-4: There is No Overnight Success**

There is no overnight success – sorry to disappoint you. Many times, we witness someone rising to the top to our wonderment. Where did this person come from? Who is this person? How did they get so lucky?

There are very few lucky people in life. In 99% of all success cases, the person planned, worked, listened, persevered, believed, and kept on going for an extended period of time. Then, suddenly, their time came for their success.

The same holds true for you and everyone else on planet earth.

To illustrate a man that really understood this I would like to portray a little history about a man that practiced lifetime success – Theodore Roosevelt.



Theodore Roosevelt, who became President of the United States, did not start his life in the way most people would picture a successful person.

Roosevelt was born puny, sickly, and skinny, had poor eyesight, and had debilitating asthma. His father did not know how he was going to make it. Roosevelt's father challenged Theodore when he was a kid by saying, "You have the mind, but you have not the body, and without the help of the body the mind cannot go as far as it should. You must make the body."

Theodore Roosevelt took what his father said serious – he started slow – he became one of the greatest U.S. leaders to ever live!

Roosevelt's list of accomplishments is remarkable. Under his leadership, the United States emerged as a world power. He helped the country develop a first-class navy. He saw that the Panama Canal was built. He negotiated peace between Russia and China, winning a Nobel Peace Prize in the process.

Theodore Roosevelt is a classic example of how a person can become an incredible success and an influential leader – without any of the necessary tools.

**Special Note:** Anyone can succeed in leadership if the desire is there.

### **Training 9-5: What is the True Measure of Leadership?**

**Influence is Important. The true measure of leadership is influence.**

True leadership cannot be awarded, appointed, or assigned. It comes only from influence.

As you study, observe, and engage leadership in life, you will find that things happen with those that know how to influence others. Leadership is influence – nothing more, nothing less.

In understanding Leadership, which is influence, it is important to understand some of the myths associated with Leadership.

#### **Myth – Knowledge**

Sir Francis Bacon said, "*Knowledge is power.*" Most people, believing power is the



essence of leadership, naturally assume that those who possess knowledge and intelligence are leaders. This is not automatically true. It is the activation of knowledge in your life that is power.

### **Myth – Position**

Leadership is not based on position. Stanley Huferty says is best, “It’s not the position that makes the leader; it’s the leader that makes the position.”

### **Myth – Management**

Many people think that leading and managing are the same. This is far from the truth. The main difference between management and leadership is that leadership is about influencing people to follow, while management focuses on maintaining systems and processes. The best way to evaluate whether a person is a leader or a manager or both is to ask the person to create positive change. Managers can maintain direction but cannot change it. To move people in a new direction, you need influence.

### **Myth – Entrepreneur**

Many entrepreneurs (identified as salespeople by some people) can persuade people for a moment, but a true leader holds long-term influence.

### **Myth – Pioneer**

Being first is not always the same as leading. To be a leader, a person must not only be out front, but also have people intentionally coming behind him, following his lead, and acting on his vision.

### **Training 9-6: The Steps of Leadership**

Below are some insights about leadership and the levels of leadership.

- The higher you go, the longer it takes.
- You never leave the base level.
- Steady plodding brings prosperity.
- The higher you go the higher level of commitment.
- The higher you go, the easier it is to lead.
- The higher you go, the greater the growth.
- You must know where you are at every moment and step of the (your) way.
- Each level of leadership is built line upon line, word upon word, and precept upon precept.



- If you are leading a group of people, you will not be on the same level with everyone.

For your leadership to remain effective, it is essential that you take the other influencers within the group with you to the higher level.

### **Training 9-7: Four Action Steps for Successful Leadership & Outcomes!**

#### **How Important is Active Daily Discipline for Your Successful Leadership?**

##### **Discipline.**

To become disciplined is an important part of leading. The first person you will lead is you.

The real key to success is self-discipline. It is the work and preparation daily – the day in and the day out – that makes the person’s leadership.

No matter how gifted a leader is, without self-discipline and application, the maximum potential will never be reached.

If you want to become a leader for whom self-discipline is an asset, follow these action steps below.

##### **Stay focused on results.**

Anytime you concentrate on the difficulty of the work instead of its results or rewards, you are likely to become discouraged.

##### **Don’t let your excuses rule.**

Challenge and eliminate any tendency to make excuses.

##### **Have a plan.**

Plan your day, plan your week, plan your month, plan your year, and plan your life. Then, live by your plan. Check your plan daily and check your progress.

##### **Do not give rewards until the job is done.**

Mike Delaney says it best – “Any business or industry that pays equal rewards to its goof-offs and its eager-beavers sooner or later will find itself with more goof-offs than eager-beavers.”



### **Training 9-8: How Does the Pareto Principle Effect You?**

#### **Leadership, Discipline, & Life Prioritization.**

The ability to work towards a goal and the discipline to prioritize are essential to a leader's success.

#### **The progressive realization of a goal defines success.**

Prioritization has everything to do with the 80/20 rule, known as the Pareto Principle. Twenty percent of your priorities will give you eighty percent of your production, if you spend your time, energy, money, and personnel on the top twenty percent of your priorities.

#### **Some Pareto Principle Examples are:**

- Leadership – 20 percent of the people will make 80 percent of the decisions.
- Time – 20 percent of our time produces 80 percent of the results.
- Job – 20 percent of our work gives us 80 percent of our satisfaction.
- Counseling – 20 percent of the people take up 80 percent of our time.
- Speech – 20 percent of the presentation produces 80 percent of the impact.
- Products – 20 percent of the products bring in 80 percent of the profit.
- Personnel – 20 percent produce 80 percent of the sales and income.
- Reading – 20 percent of the book contains 80 percent of the content.
- Donations – 20 percent of the people will give 80 percent of the money.

In understanding the Pareto Principle, you will understand that 20 percent of the people in your organization will be responsible for 80 percent of the company's success and team success.

#### **The following tips will enable a leader to increase the productivity of their team, leaders in their organization, and those willing to work:**

- Determine who your top 20 percent of production is.
- Spend 80 percent of your time with those in the top 20 percent (#1).
- Spend 80 percent of your personnel development dollars on 20 percent.
- Determine what 20 percent of the work gives 80 percent of the return – train someone to do the 80 percent mechanical work – this will free up the producer to do what they do best and produce more.



- Invite the top 20 percent to do on-the-job training for the next class of 20 percent producers.

The biggest part of what happens in anything we do is what we know – we teach what we know – we reproduce what we are.

As you build, review, and move forward in your goals and in the team, you develop make sure that you continually review everyone in your team.

**Identify who the top 20 percent are in your organization/team. If you do not know how to do this, follow the format below:**

- Make a list of everyone in your team/organization – if you do not have anyone in your team, start and keep working and you will.
- Ask the following question about each person in your team – “If this person takes a negative action against me or withdraws his or her support from me, what will the impact be?” If the person will impact you, place an “X” besides their name. If the person will not affect you that much, do not place anything besides their name.
- When you get done going through the list, you will have between 15 and 25 percent of the names with an “X” besides them. These are the vital people you need to work with, develop relationships with, support, and communicate with.
- Take all your time, allocated money, and plan and work with these people in number 3 above.

**Special Note:** It is not how hard you work, but how smart you work.

### **Training 9-9: Difference – Leaders and Followers**

**Followers tend to react, and Leaders tend to initiate.**

Leaders do the following:

- Initiate.
- Lead – communicate with any tool available (phone, email, mail, etc.).
- Spend time planning.
- Anticipate problems – works and finds solutions.
- Invest in time with people.
- Prioritizes calendar daily with long-term goals.

Followers:



- React.
- Wait for things to happen.
- Look at things as problems, not opportunities.
- Lives day-to-day.
- Spends time with people but does not invest in people.
- Calendar is filled with requests from others (not what they need to do to accomplish their goals).

**There are some questions you can use to assist your priority process in your leadership.**

- What is most rewarding?
- Always have a reward when you do things. What is required of me?
- What can I do that no one else can do?
- Apply yourself and take ownership and responsibility!
- What gives me the greatest return?
- Am I getting the results I wanted? If not, why? What can I change?
- What can I do differently to change this?

**Special Note:** What are the three R's and am I applying them? The three Rs are: Requirements, Return, and Reward. Apply these in all that you do.

**Training 9-10: Trust = Leadership Foundation**

How do you develop and build trust? This is an important question because trust is the foundation of leadership.

Every leader has had successes and failures. How a leader communicates any mistakes they have had, make, or will make can build trust or mistrust. Being open and honest helps a leader maintain trust and build trust.

**In building trust, a leader must utilize four qualities:**

- Competence.
- Character.
- Connection.
- Care.



People will forgive and look at past occasional mistakes, but people will not tolerate a below standard character.

General Norman Schwarzkopf says it best about character: *“Leadership is a potent combination of strategy and character. But if you must be without one, be without strategy.”*

Think about history and you will see how important character is in life – “The role of character always has been the key factor in the rise and fall of nations.”

Trust comes from character and Leadership is made possible because of trust.

Followers see when character is consistently evident within leadership when:

- Consistency is communicated – people need to be able to depend on their leader.
- Potential is communicated – This draws out the eternal talent in all willing and participating individuals.
- Respect is communicated – Respect is essential for lasting leadership.

**Special Note:** “When a leader’s character is strong, people trust him or her, and they trust in his or her ability to release their potential.”

### Training 9-11: Vision

#### **How do you communicate and give vision to others effectively?**

In collaborating with people, on truth holds true, “You can seize only what you can see.”

Being an effective visionary leader means you must look before you lead.

Vision is everything for a leader. It is utterly indispensable, because vision leads the leader and helps the leader communicate the target to others. This vision sparks the fire, the fuel, and the energy within, and draws him or her forward.

To understand vision and how vision is a part of a leader’s life, review these principles below:

- Vision meets others’ needs – your vision must serve others.
- Vision helps you gather resources – one of the most valuable benefits of vision is that it acts like a magnet (attracting, challenging, and uniting people).



- Vision starts within – If you lack vision, look inside yourself.
- Vision Draws on history – many leaders vision came from key events in their past.
- Vision gives life – “Without vision, the people will perish.”
- Vision comes from listening – you must be able to listen on several levels.
- The inner voice – this comes from within – vision starts within – it is the knowing of what your life mission is. It is what stirs your heart. It is what you dream about.
- The unhappy voice – Noticing what does not work helps you and gives you inspiration to work and plan from a different angle.
- The successful voice – It takes the TEAM (Together Everyone Achieves More) to be successful. You must have a voice from a good team to succeed.

### **Training 9-12: Empowerment: One of the Keys to Life Success!**

#### **Extending Empowerment and Influence.**

#### **When you empower others, you change lives!**

The ability to empower others is one of the keys to personal and professional success. John Craig says, *“No matter how much work you can do, no matter how engaging your personality may be, you will not advance far in business if you cannot work through others.”*

J. Paul Getty said, *“It doesn’t make much difference how much other knowledge or experience an executive possesses; if he is unable to achieve results through people, he is worthless as an executive.”*

Some bold statements above – But, true!

When you empower people, you not only work with and through others, but you also enable others to reach the highest levels in their personal and business development.

Empowering is giving your influence on others for the purpose of personal and team growth. It is seeing people’s potential, sharing your resources with them, and showing them that you believe in them completely.

To empower others, you must be able to have the following:

- Position – you cannot empower people who you are not leading.



- Relationship – it takes time and effort to develop relationships – effort is needed if you want to connect with people.
- Respect – Relationships cause people to want to be with you – respect causes them to want to be empowered by you.
- Commitment – people need to know you are going to be there for them
- Attitude – a servant, humility, giver, secure, and not afraid to change.

### **How do you know if you are ready to influence (empower) others?**

The questions below will help you set your foundation, plan, and team goals in the proper perspective:

- Am I willing to serve others and not take credit for myself?
- Do I believe in people and feel that they are my organization's most appreciable asset?
- Would I be willing to publicly give my authority and influence on potential leaders?
- Would I be willing to invest time in developing people who have leadership potential?
- Do I believe that empowering others can accomplish more than individual achievement?
- Would I be willing to let others work me out of a job?
- Do I want to help those in my team become better than me?
- Would I be willing to hand the leadership baton to the people I empower and root for them?
- Do I allow others freedom of personality and process, or do I have to be in control?
- Do I challenge and inspire others to become the person they want to become?
- Would I be willing to let others get credit for what I taught them?
- Am I only interested in my own life (finances, appearance, present, etc.), or do I see legacy, and do I see those that I influence helping others over the next several decades?
- Do I actively search for potential leaders to empower?
- Do I tell people the truth with care and concern for their feelings (as you are influencing others, you will have to be bold and humble at the same time about helping your potential collaborators the truth)?
- Would I be willing to raise others to a level higher than my own level of leadership?



**Stop for a moment and read the questions again – Let them sink in!**

Do not let the questions above stop you but let them mold you and direct you in your empowerment (influence) of people.

### **Training 9-13: Empowering Full Potential?**

#### **How do you empower others to their full potential?**

It is a process of steps in anything you do in life.

After you have found confidence in yourself (your abilities and who you are as a person and as a leader) and in the persons you would like to empower, you are ready to start the process.

Your goal should be to hand over relatively small, simple tasks in the beginning and progressively increase each person's responsibilities and authority.

The less experienced a person is, the more effort and time it will take for the process. No matter where a person is at, if their passion and desire is to become successful, become a leader, and change their life, you will be able to help them, and they will be able to help themselves.

**The following steps below will help you empower others.**

Evaluate every single person you personally bring into your team (your team / employees). In this process, remember that all people have the potential for success. Your job is to see the potential, find out what they lack to develop their success (Ex: organization skills; time management; communication skills; etc.), and equip them with what they need.

In doing this, look at these areas in their life for proper evaluation:

- Knowledge – think about each person and what they need to know.
- Skill – examine the skill level they are at – have they been in business before? Are they a people person? Have they evaluated other leaders (books, tapes, seminars, etc.)? Have they been in this industry before?
- Desire – without this, no amount of skill and experience will help a person succeed.



### What Must You Do?

- Model for them – Even people with knowledge, skill, and desire need to know what's expected of them, and the best way to inform them is to show them. People do what people see!!!
- Give them permission – As a leader and influencer, you may believe that everyone wants to be successful – unfortunately, this is not true. A lot of the failures in a person's life take place in their mind (before any action in their life). You must help others believe that they can succeed and show them that you want them to succeed. You can do this by helping them expect it (communicate, support, and listen) and by helping them verbalize it (speak what they want, write down what they want, and review every day what they want).
- Give them your authority – Share your power and ability to get things done with them.
- Show your confidence in them publicly – When you transfer authority to the people you empower, you need to tell them that you believe in them, and you need to do it publicly.
- Give each person feedback – Praise, encourage, and tell others about what an excellent job they are doing, give them constructive criticism – communicate.
- Release them – Once the person is ready to go on their own, release them into their success fully. Give them as much freedom as possible as soon as they are ready for it.

### Training 9-14: What Creates Lasting Leadership?

#### **A leader's lasting value is measured by succession.**

Leaders who leave a legacy for their team do the following:

- Think, act, lead, and support with a long-term view.
- Prepare your team, prepare any successors, and look out for the best interest of the team long-term.
- Your culture should be one of leadership.
- Create development of leaders from the bottom up – create a succession of leaders.
- For success tomorrow (weeks, months, and the year's ahead) pay the price today.
- There is no success without sacrifice.
- Hold team leadership above individual leadership.



- No leader can do it all alone – it is a team effort that brings success in anything we do in life.
- Uphold Integrity.

**What Leader are you going to be?!**

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