

“Turning Possibilities into Realities”

2011 “WINNING FOR SEYCHELLES”

Communication Briefings (part four)

Leadership Strategies



Source: Water Logic International

“You must learn from the mistakes of others. You can’t possibly live long enough to make them all yourself.”

Sam Levenson

Leadership Test

To find out if you’re a true leader, see if you posses these qualities:

- **Leaders start** projects by asking “What has to be done?” instead of “What do I need?”
- **Leaders next** ask “What do I have to do to make a real contribution?” The answer best suits the leader’s strengths and the needs of the project.
- **Leaders continually** ask “What are my organisation’s purpose and objectives?” and “What qualifies as acceptable performance and adds to the bottom line?”
- **Leaders don’t** want clones of themselves as employees. They never ask “Do I like or dislike this employee?” But they won’t tolerate poor performance.
- **Leaders aren’t** threatened by others who have strengths they lack.

Source: Peter Drunker, cited in *Forbes ASAP*, 60 5th Ave., New York, NY 10011.

Motivation Building Measures

Sharing of Ideas

The briefings are to provide us with down-to-earth ideas and techniques we can put into action to persuade clients, influence peers and motivate employees: to help us earn approval, command respect; spur productivity, gain recognition and win community support.

Managing

6 Ways To Build A Top Staff

To build a staff into a team that does the best possible job for the organisation:

- **Be friendly** to staff members but don't treat them like close personal friends. They want you to be the boss and they want to be employees. It works better that way.
- **Tell them** everything. And expect them to tell you the same. Shared knowledge builds loyalty and trust.
- **Practice Pulitzer Prize** plagiarism: Steal only from the best. If you need help, reach out to your professional community. Someone, somewhere, somehow will know how to help you.
- **Invest heavily** in loyalty. It staff members know that you're always loyal to them, they'll give you the same in return.
- **Realize that** fairness establishes your credibility.
- **Never be** too busy to laugh. Nothing gets people through a crisis like a good laugh - and a manager who's willing to enjoy it with them.

Source: Gene H. Cheatham, writing in Association Source, Florida Society of Association Executives, 1211 Semoran Blvd, Casselberry, FL 32707.

Problem Solving

When Obstacles Get You Down

Do obstacles get you down when you're trying to get something done? An excellent book, *Chicken Soup for the Soul*, asks you to consider the following:

- **After Fred Astaire's** first screen test, a 1933 memo from the MGM testing director said: "Can't act. Slightly bald. Can dance a little." Astaire kept that memo over the fireplace in his Beverly Hills home.
- **An Expert** said of famous football coach Vince Lombardi: "He possesses minimal football knowledge. Lacks motivation".
- **Louisa May Alcott**, the author of *Little Women*, was advised by her family to find work as a servant or seamstress.
- **Beethoven handled** the violin awkwardly and preferred playing his own compositions instead of improving his technique. His teacher called him hopeless as a composer.
- **The teacher** of famous opera singer Enrico Caruso said Caruso had no voice at all and could not sing.
- **Walt Disney** was fired by a newspaper for lacking ideas. He also went bankrupt several times before he built Disneyland.
- **Eighteen publishers** turned down Richard Bach's 10,000-word story about a soaring seagull before Macmillan finally published it in 1970. By 1975, *Jonathan Livingston Seagull* had sold more than seven million copies in the U.S alone.

Source: Chicken Soup for the Soul: 101 Stories to Open the Heart and Rekindle the Spirit, written and compiled by Jack Canfield and Mark V. Hansen Health Communications Inc., 3201 S.W. 15th St., Deerfield Beach, FL 33442.

Meetings

How To Run A Good Meeting

Here are some tips on how to run a meeting:

- **Don't compete** with group member. Give their ideas precedence over yours.
- **Listen to** everyone. Paraphrase but don't judge.
- **Don't put** anyone on the defensive. Assume that everyone's ideas have value.
- **Control the** dominant people without alienating them.
- **Realize that** your interest and alertness are contagious.
- **Keep all** participants informed about where they are and what's expected of them. Keep notes on flip charts or a board that everyone can see.
- **Check with** the person who owns the problem to find out if an idea is worth pursuing or if a proposed solution is satisfactory.
- **Give others** a turn at running the meeting. Those who learn to lead learn how to participate.

Source: *Financial Times*, 14 E. 60th Str., New York, NY 10022.

Customer Service

How To Satisfy Customers

Research International, a company that continually build a body of knowledge about market research, shares these thoughts and directions on customer satisfaction.

- **Service accounts** for almost 40% of a customer's decision to buy from a specific home electronics retailer. Stores with managers who work at pleasing customers show a solid increase in profitability each year.
- **Customer service** has to be improved by starting with the CEO's office. Commitment from the top must be communicated to all employees.
- **Carefully estimate** training time and make sure your people get it.
- **Make sure** employees know what you're trying to improve and know how to go about helping.
- **If you're** improved your customer service, make sure customers know it. If a survey shows that people think it takes a week to get materials delivered, and you're delivering them in two days, make sure you get credit for your new accomplishment. Run an awareness campaign.

Source: *Marketing News*, 250S. Wacker Drive, Ste. 200, Chicago, IL 60606.

Getting Ahead

Getting Along With Your Boss

Whether you're working with a new boss or one you've been reporting to for quite a few years, the following suggestions might be helpful:

- **Stop trying** to change your boss. Change your own behaviour to get along with the boss.
- **Don't assume** that you know your boss's goals. Make sure you're fully aware of what the boss is trying to accomplish. If necessary, ask clarifying questions and point out inconsistencies when tasks seem out of line with stated goals.
- **Make sure** your priorities are in line with the boss's priorities.
- **Don't indulge** in petty resentments. Go more than halfway to make the relationship work.
- **Study your** boss's personality style and preferences. Know the best time and the best way to present information to the boss and to get approval for something you want to try.
- **If the** boss doesn't accept one of your suggestions, try to look at the decision from the boss's point of view.

Source: ODT Associates, management consultants, P. O. Box 134, Amherst, MA 01004, cited in *enRoute magazine*, 150 John St., Ste. 900, Toronto, ON, M5V 3E3