

# Leadership Basics

Certain leadership principles can be classified as “basic; they’re simple, effective and timeless. This presentation will guide you through them in a quick fashion. Some you already know, some will be articulated for the first time. But, they are all simple principles leaders have known and used for a long, long, time.

**ATTITUDES** control **ACTIVITY/BEHAVIOR** which yields **RESULTS**

Only one thing dictates results, that’s some kind of action or activity. Psychologists would call this a behavior. But what controls the activity/behavior?

Therefore only a change in activity will yield different results. Training is an event which can change short term behavior. Development is a process which can change attitudes and effect long term change in behavior.

And what controls the results? If we look at the previous message if we want results to change then behavior must change. Typically we try to change individual and organizational behavior through two processes, Training which focuses on short term actions and development which looks at the long term.

An attitude can be defined as a habit of thought an organization’s attitudes will be displayed in its vision and values.

What influences all the preceding is the concept of “attitude.” Attitudes can be defined habits of thought. On the organizational level, this can be seen in the organization’s vision and values, the guiding principles of the organization.

## Vision

Vision Statements must be inspiring to those in the organization, be as valid 100 years from now as it is today, help you think about what you could do but aren’t doing, help you know what not to do, and be truly authentic to your organization.

The Values are the habits of thought that support the creation of the Vision; the Vision is overarching goal of where the organization is going.

## Mission

The Mission of an organization states what will be accomplished in a given time.

Missions will be completed and will be superseded by new Missions always moving toward achievement of the *Vision*.

The Mission is the big goal of the present that leads to the future that is defined by the Vision. It too is supported by the organization’s habits of thought. Remember, mission’s aren’t timeless they are time-bound and meant to be accomplished.

Missions are accomplished by the completion of goals. Goals can be personal or organizational. Goals must be SMART in order to be effective guides for activity.

Goals are subcategories of Missions. They are the actions by which missions are actually accomplished.



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## Goals

**Specific**

**Measurable**

**Achievable**

**Realistically high**

**Time stated**

Goal setting and SMART goals; You've all seen this before in some form. But it is the base component of the formation and accomplishment of strategic and tactical plans. It works for individuals and organizations alike yet is so basic we sometimes forget it's power.

## Goal Setting

Goal setting may be the single most practical method for changing/improving performance

- Goal setting can be practiced by individuals or groups.
- Goals should always be stated in terms of the Vision/Mission.
- Goals should be written. Unwritten goals = wishful thinking.

Preparation of goals must include a statement of why things are to be done and the reward for doing them, not just what & how things are to be done.

In fact we often need to remind ourselves of the importance of the goal setting process. Understanding why we do something often makes it easier to remember to actually do it!

## Goal Setting How To's

- Write goal down
- List all obstacles
- List all solutions
- Prioritize solutions ( Plan A, B, C.....)
- Take Action
- Assess result

## Inescapable Laws

- Management is cause, all else is effect
- Behavior that gets rewarded gets repeated
- What gets measured gets done

All the preceding leads us to the conclusion that there are a few unavoidable truths...

## Management is Cause, all Else is Effect

Management provides leadership, guidance, creates the climate for achievement, communicates, provides resources and coaches the team. Management nurtures and builds the attitudes which control behavior which yields results.

Management is cause, without management there is chaos.

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## Behavior That Gets Rewarded Gets Repeated

Remember that failing to sanction or correct negative behavior is equal to rewarding that behavior. Management that refuses to recognize or confront counterproductive activity not only tolerates but rewards it.

This is so basic that we see it every day in many settings. But remember the “negative side” of the rule. Incorrect behavior cannot go uncorrected.

## What Gets Measured Gets Done

It is not enough to merely measure activity.

Only measure activity that will contribute to the achievement of the Vision, accomplishment of the Mission, reaching the Goal. To do otherwise risks rewarding unproductive activity. Choose measurements that correspond to results, not merely how busy the staff was.

The explanation is critical. Too often we measure what is easy to measure or what’s important to us. Always think of the customer, the stakeholder, the end user. For example if the customer values price, measure the cost of production. If the customer values durability, don’t cut corners and use cheaper materials that won’t last in order to offer a cheaper price.

## Point To Remember #1

How People respond to change

### What’s In It For Me?

Leadership is all about the stakeholders and the followers. It’s not about the leader. This may be the most important point of the presentation!

## Point To Remember #2

How People respond to change

### What’s Against My Interest?

It’s important to remember that people and organizations tend to protect what they already have. Therefore, the effective leader doesn’t just stop with showing “what’s in it for me.”; the really effective leaders reassures and overcomes the powerful negative bias to change.

How you recognize and manage **WIIFM** and **WAMI** will directly affect your success!

## 21<sup>st</sup> Century Management Realities

- The pace of technology driven change will only accelerate.
- Technology and information availability has raised the expectations of all people.
- Everybody is a stakeholder...somewhere, somehow.
- You can’t motivate others, it’s all you can do to motivate yourself...what you can do is provide the environment in which people can be self motivated.
- Communicate!
- Never forget WIIFM, WAMI...that’s how people think!

Leadership is all about the stakeholders and the followers. It’s not about the leader. This may be the most important point of the presentation!