

The Secret of Great Leaders: **SERVE**

EMBODY THE VALUES

All Genuine leadership is built on trust:

- Establish, articulate, model and enforce values
- Communicate to all within circle of influence

Trust is the only opportunity to shape the culture.

- Walk the talk – Don't "stumble the mumble"

Questions to consider:

- How to better integrate values?
- How to alter your time to better address values?
- How can you recognize/reward those who exhibit values?

Quote: "If it's to be, it's up to me!"

VALUE RESULTS & RELATIONSHIPS

Test of Leadership:

1. Do they get results? - Take care of the customer
2. Do they have followers? - Take care of people

Equal Partners – R & R:

- Expect good results – Challenge
- Deliver good relationships – Support

Valued Relationships:

- Listen to people
- Invest time in people
- Care about each individual
- Recognize effort

Engage more than their hands; engage their hearts and minds.

Quote: "People will not give you their hand until they see your heart."

SEE THE FUTURE

Most serious demand of leadership: "Be future oriented"
-A compelling vision stirs passion

Heads-Up: -Strategic thinking
-Team involvement gains commitment

Heads-Down: -Implementation Support
-Values drive behavior

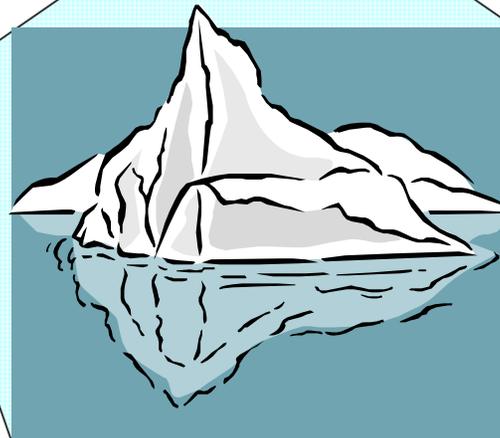
More of:

- Thinking
- Listening
- Delegating
- Serving

Questions to consider:

- What is the purpose of your team?
- Where do you want to be in 5 years?
- What values do you want to drive behavior?
- How to communicate the vision of the future?

Quote: "Great leaders invest in people."



Skills "doing" = 20%

Character "being" = 80%
"The unseen sinks more ships."

REINVENT CONTINUOUSLY

1. Personal level:

- Be a learner, read, listen
- Model the behavior
- Survival is staying ahead

2. Systems & Process:

- Ask, "can we do it better, faster, and for less?"
- Leaders champion change, support people.

3. Structure:

- Ask if the structure supports the people?
- Is it fluid and flexible?

Quote: "Value high creativity"

ENGAGE & DEVELOP

The goal: Have the right people in the right role fully engaged to achieve the future.

1. Selection: It's either "fit" or "fix" and fit is more productive.
2. Develop:
 - Train
 - Mentor
 - Personal development plans
 - Personal example

"Fit" people leverage their strength:

- Invent in the selection process
- Ensure a match between strength and role
- Don't have people doing things unnatural to them

Quote: "Leverage the strength of people and make their weaknesses become irrelevant."