

Leverage **"The Power of One!"** to engage the passion of many... and walk **"In the Company of Leaders"**.

LEADING FOR SHARED OR TEAM SUCCESS

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Toastmasters International 2008 Convention

On Becoming a Leader

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Leaders are...

- Not born
- Open to change
- Creative
- Make mistakes and build on their lessons
- Forged in the heat of reality—molded on anvil of adversity
- Readers
- Foundations for team success

"I went on a search to become a leader.

I searched high and low. I spoke with authority. People listened. But alas, there was one who was wiser than I, and the crowd followed that individual.

I sought to inspire confidence, but the crowd responded, 'Why should we trust you?'

I postured, and I assumed the look of leadership with a countenance that flowed with confidence and pride. But many passed me by and never noticed my air of elegance.

I ran ahead of the others, pointed the way to new heights. I demonstrated that I knew the route to greatness. And then I looked back, and I was alone.

'What shall I do?' I queried. 'I've tried hard and used all that I know.'

And I sat down and pondered long.

And then I listened to the voices around me. And I heard what the group was trying to accomplish. I rolled up my sleeves and joined in the work.

As we worked, I asked, 'Are we all together in what we want to do and how to get the job done?'

I found myself encouraging the fainthearted. I sought the ideas of those too shy to speak out. I taught those who had little skill. I praised those who had worked hard. When our task was completed, one of the group turned to me and said, 'this would not have been done but for your leadership.'

At first, I said, 'I didn't lead. I just worked with the rest.' And then I understood, leadership is not a goal. It's a way of reaching a goal.

I lead best when I help others to go where we've decide to go.

I lead best when I help others to use themselves creatively.

I lead best when I forget about myself as a leader and focus on my group... their needs and their goals."

Anonymous (well said!) www.EmployeeMotivationCanada.com



Visionary Leadership

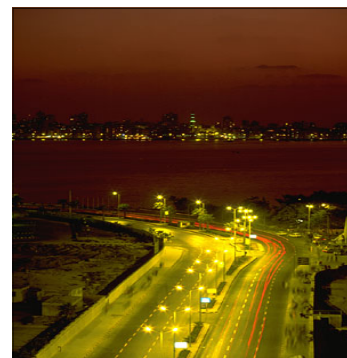
One of the success attributes that separates the 'real' leaders from 'typical' managers is their ability to see the 'BIG' picture.

They have a vision of what needs to be done and where the team needs to 'go' or 'be', to succeed.

Managers can be helpful in the implementation of a BIG vision.

That is not to say that 'all' managers are not leaders... the best ones will un-doubtedly fill this dual role .

Do you have a clear *vision* of where you and your team can grow and where you can best leverage their talents, skills, and desires for team success?



Do you know what your team members want in life? Do you know where your organization is going?

12 Key Strategies for 'Bringing Out the Best in People'

Alan Loy McGinnis wrote a book in the last century about bringing out the best in people. It was very well received and swiftly gained wide-spread exposure and acceptance among progressive leaders at that time.

I've had the chance to reflect on what he wrote. I have his 12 rules on the wall above my desk as a *visual* reminder of how *critical* they are in leading and coaching the people I have the privilege of working with in North America.

If you are committed to being an effective leader, perhaps they should be sitting somewhere close, so they are not far from your mind's eye.

I include them, with my own reflective thoughts, for your inspiration and illumination.

1. Expect the best from the people you lead.

See them performing at their best. People will rise or fall to the level of our expectations. See them as they could be, not as they are! Don't limit them by expecting less than their best.

2. Make a thorough study of the other person's needs.

Each person on your team is an individual with specific skills, talents, strengths, weaknesses, needs, and dreams.

Taking time to know them makes it easier to lead and direct them for mutual success.

3. Establish high standards for excellence.

Leaders ultimately begin to *fail* when they accept mediocre results or fail to set challenging standards.

People will amaze you when you set the bar higher and lead by example!

4. Create an environment where failure is not fatal.

Mistakes are a natural part of life and taking risks means occasionally you fail. If your team feels supported and encouraged, they will take risks and move past their comfort zone into the winners' zone.

Help them learn from the lessons of any mistakes and move ahead with energy to face the next challenge.

5. If they are going anywhere near where you want to go, climb on other people's bandwagons.

Sometimes you need to be honest and realize that people are not always going the same direction or share the same values that you live.

In that case, let them go and stay your own course. Be courageous enough to realize that you can follow your own path.

Others who share your values will follow.



6. Employ models to encourage success.

This goes to the *heart* of leadership by example. Make sure this is modeled in your own life and in the lives of those you promote and delegate to succeed.

7. Recognize and applaud achievement.

People do not work *simply* for money. Each has his or her own needs. One of those needs, deep inside each of us, is the need to feel appreciated and important.

As a leader the most effective thing we can do is to recognize achievement and effort from those we lead and to share and applaud their achievements.

8. Employ a mixture of positive and negative reinforcement.

We understand it is a good thing to provide praise and positive reinforcement in our team members' efforts.

This affirms their actions and encourages them to move ahead.

It is also necessary, at times, to apply the opposite tack when one of them is doing something detrimental in the fulfillment or follow through of their role.

Letting them know what is 'not' acceptable is part of a leader's role.

We can do it nicely; but do it we must if they are to grow and maximize their full potential.

9. Appeal sparingly to the competitive urge.

Each of us has a natural competitive edge. If used wisely, competition can be a great tool to higher achievement. It has its 'dark' side in allowing divisive actions and attitudes to creep into a team environment.

Focus on the team accomplishment and mutual win. Encourage each to compete for higher standards and skill development.

10. Place a premium on collaboration.

This is where team – 'works,' and where effective leaders learn to pull people from diverse backgrounds, agendas and experiences into an *effective* unit.

Brainstorming is one way of effective collaboration allowing each to connect, build and draw on the brainpower of each other .

Leadership is a choice not a label!

12 Key Strategies continued...

11. Build into the group an allowance for storms.

It is not always smooth sailing as a leader. Storms, difficulties, challenges, detours, and disasters often strike when you least expect them.

As a leader you need to build in allowances for these speed bumps in your team's progress and have some plans in place to cover each potential challenge. Sometimes you need to step in and help them weather the storm.

12. Take steps to keep your own motivation high.

You are 'on' as a leader all the time. This means people will be looking at you and taking their cue from you.

It also means you need to keep your personal motivation high and maintain a positive outward attitude.

This means you may need to find a trusted advisor who can discuss your challenges in private.

Letting your negative feelings show can be devastating to your team.

They look to you as being confident, clear in focus, and consistent in action and follow through.

Don't disappoint them.

Learn to apply these simple rules of navigating the leadership road to smooth out your path and make it easier for those who follow you to walk in it.

Lead by example, but by all means, lead!

The Power of One!



Yes, YOU do make a difference!
Pocket Wisdom For Leaders

By Bob 'Idea Man' Hooley \$6.95

The Power of One! By Bob 'Idea Man' Hooley will be available on August 15th, following his keynote in Calgary. **Get yours in person!**

What makes them Canada's 50 best?



Over the past years, I've had the distinct privilege of working *directly* with senior executives and leaders of Canada's 50 Best Managed Companies.

Their innovative, successful leadership is focused on **Striving for Excellence.**

We can learn from their proactive approach and strategic engagement for employee growth. This successful focus on excellence will work well in volunteer as well other sectors.

BUILDING

- Bridges not barriers or boundaries
- Profitable client and supplier relationships
- Success via long term vision and value

EMPOWERED EMPLOYEES

- Putting their energy and enthusiasm to work
- Committing to excellence in serving our clients
- Providing inspired "by example" leadership

STRATEGIC

- Thinking in focus, value and action
- Recruiting and promoting the 'right' leaders
- Alliances with strong leaders and companies

TRAINING

- Employees to succeed in and on the job
- Initiatives and innovation in client service
- Executives in honing their leadership skills



Leading for shared success has a lot of twists and turns in the road. At times the journey will seem tiresome and challenging. It is! But it's worth seeing your team grow and succeed.

The Power of One! Yes, you make a difference!

When you take increased **personal leadership** and greater **responsibility** for your own life, you change everyone around you. That kind of pro-active personal leadership has a dynamic, expanding *ripple effect* that changes the world!

Success in your Toastmasters' role, your career, or your community starts with taking greater personal leadership and responsibility. By accessing "**The Power of One! You can, do, and will make a positive difference.**"

Will you step up and claim your leadership role?

That's how communities, companies, and even entire countries are transformed. New industries have been created by **one person** who dared to take personal leadership. This is why the greatest men and women throughout time are still remembered in history books.

When you tap into "**The Power of One! You engage the passion of many and you begin to truly walk 'In The Company of Leaders.'**"

The fact is, you can, do, and will make a difference. All that remains to be answered is: **'What kind of difference will you choose to make?'**

Thanks Toastmasters!

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Ideas At Work!

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Effective leadership is the bridge to success for organizations and those who make them great!



Bob has created a special web page full of leadership resources for Toastmasters leaders who attend his 'The Power of One!' keynote.

One of those resources is your '**complimentary**' copy of this e-publication featuring top leadership experts and guest authors who have kindly shared their wisdom.

This resource rich web-page will become **live on August 15th**, following Bob's lunch keynote in Calgary at our Toastmasters International Convention. **See you there!**

Bob's Seven Laws of Leadership

I believe there are some basic 'laws' or tenets of being an inspirational and effective leader. Here are the 7 'laws,' as I outlined them for 600 mayors, reeves and rural councils at their AGM.

- **Example – people need to be able to depend on your leadership**
- **Communication – people need to know what you are saying**
- **Ability – you need to be capable of leading other people**

- **Motivation – you need to know why you want to be a leader**
- **Authority – people need to respond to your leadership**
- **Strategy – you need to know where you are going**
- **Love/compassion – you need to care for the people around you**

These 7 'laws' and other tips on effective leadership are included in The Courage to Lead! - which is available from Life Design Systems www.SuccessPublications.biz

WHAT ABOUT BOB?



Bob 'Idea Man' Hooley, DTM, PDG, A/S is a charismatic, confident leader, facilitator, trainer, and speaker who works with a wide range of North American clients.

His conversational, humorous, and sometimes provocative style continues to inspire and challenge his audiences.

Using '*personal*' stories based on a wealth of rich experience, he challenges his audiences to engage his innovative **Ideas At Work!**

- **To act on what they hear**, with clear, easily used building blocks and proven success techniques.
- **To increase their effectiveness**, and hone specific skills critical to succeed personally and professionally.

Bob outlines real-life, results-based ideas personally mined from 29 years of rich leadership experience and study in retail, design, sales, small business entrepreneurship, manufacturing, association, and corporate leadership and management.

He is the author of 10 leadership, sales, and business success books, a mini-book series, an e-book series, Success Systems, and resource guides to assist his many clients, audiences, and readers in successfully moving their careers, organizations, and companies profitably to the next level.

He is a frequent columnist and contributor to North American consumer, corporate, trade, and on-line journals and publications.

His innovative **Ideas At Work!** have been successfully applied by thousands of selling professionals, leaders, and leading edge professionals around the world.

He was inducted into Toastmasters Hall of Fame as their 48th Accredited Speaker in 1998, and has been recognized for his leadership by many groups including CAPS, NSA, and the UN.

Visit: www.InTheCompanyOfLeaders.com/TM.htm to access your leadership resources and complimentary copy (Aug. 15th)