



SUCCESS *through Leadership*

Leadership is the ability to inspire confidence, support, and trust among your people. A good leader persuades others and motivates those needed to achieve their organizational goals. Leaders do not command excellence, they build excellence. A leader with vision has a clear, vivid picture of where to go, as well as a firm grasp on what success looks like and how to achieve it. A leader inspires dedication by example, doing whatever it takes to complete the next step toward the vision. To be an effective leader, your people must trust in you and believe in your vision. Ingenuity gives leaders the ability to perceive things that others have not seen and thus lead associates in new directions. A leader must be assertive to get the desired results. Along with assertiveness comes the responsibility to clearly understand what associates expect from their leader. Effective leaders know how to use humor to galvanize associates. Humor is a form of strength that offers some release over the pressures of the work environment. Leaders take initiative—they know what they want, they go after it with a vengeance, they never give up, they take more risks, they make more mistakes, they never quit.

"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

Conrad Hilton

A positive attitude is the key to success. Your attitude transcends to your people. Your attitude is your choice, it determines who you are, it determines who you will become, and it determines what your company can do.

One of the most important roles of a leader is to provide an overall path. Only leaders can form and change the framework of vision—expressive passion, sincerity, and honor—providing an inquisitive and audacious journey of what could be. Good leaders invent themselves and the future for others

on a daily basis. Leadership does not produce consistency, but change. Leadership is about spawning actions and currents within the company. Leaders produce change through the course of establishing direction through vision and strategy, bringing into line people whose cooperation is needed to realize the vision, and motivating and inspiring them to overcome the barriers to transform. The leader is the captain of the ship and the vision is the means by which the leader steers the organization. The rudder controlled by the leader is but one thousandth of the size of the whole ship, but it is necessary to ensure that the company takes the right course. There are many people on the ship and reaching its final destination depends on the performance of these people. Leaders have a good grasp of self—they realize their potency, develop their skills, and identify how to use their ability to meet organizational needs. More importantly, leaders encourage a positive frame of mind in others.

"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the equality of his actions and the integrity of his intent."

Douglas MacArthur

Leaders must remain in a learning mode—continuously seeking new ways. The most difficult, but probably the most valuable, task of a leader is effectively advancing the goals and strategies of the organization. Leadership, above all else, is about being adaptable. The capacity of a leader to keep questioning oneself and the ever-changing needs of the organization is what facilitates adaptability. It requires that you stay in touch with your values so that you are willing to take the risks and losses.

Leaders accept enormous demands. Pressures on people in positions of power can be

incredibly high since they are challenged to be great at all things. Increasing sales in a crashing economy and meeting payroll week in and week out are demands not for the faint of heart.

Leaders must have strong spiritual convictions and beliefs to establish a foundation for their own value systems. We are disappointed by our workers, our clients, our relations and ourselves, so we must go to our faith, which is the only thing that spurs us on.

"It's faith in something and enthusiasm for something that makes life worth living."

Holmes, Oliver Wendell

Leaders must be self-confident to persevere, but most importantly, they must have confidence in those they lead. Leaders must be accountable and keep their word, labor in a joint venture, and make a commitment to the organization's success, not just their own individual goals. A leader cannot anticipate everything, and so must be innovative. A leader must help construct a collective vision for the future of his or her company.

"Leadership is the capacity to translate vision into reality."

Warren G. Bennis

Ten essential qualities of leaders are: Inspiration, Vision, Trust, Assertiveness, Responsibility, Humor, Initiative, Positive Attitude, Communication, and Adaptability.

More enduring elements are Courage, Spirit, and Hope.