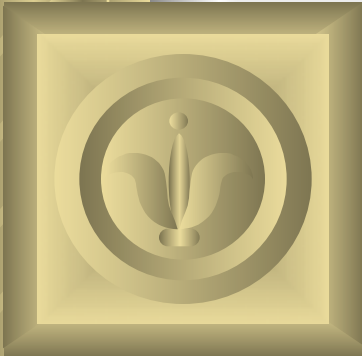




Communicating Leadership



Communicating Leadership

◆ As the boss:

*You succeed when they
do.*

A Boss' s 3 Fs

*Be First

*Be Fair

*Be Flexible

Be First

- *Set the mood
- *Set the pace
- *Set the standard

Be Frank

- *Affirm the facts
- *Agree on the issue/problem
- *Explore for a solution

Be Fair

- *Share the credit
- *Take the heat
- *Don't play favorites

Be Flexible

- *Achieve consensus
- *Encourage fresh thinking
- *Admit when you are wrong

Good leaders know....

“I learned that a great leader is a man who has the ability to get other people to do what they don't want to do and like it.”

-- *Harry Truman*

Good leaders know....

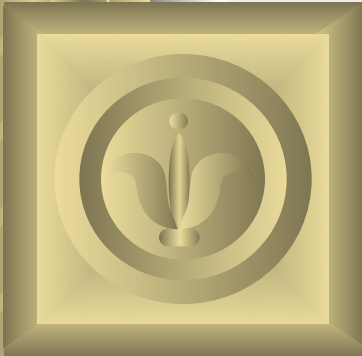
“You do not lead by hitting people over the head -- that’s assault, not leadership.”

-- *Dwight D. Eisenhower*

Good leaders know...

“At the end of the day,
you bet on people,
not on strategies.”

-- *Lawrence Bossidy*



Communicating Leadership

◆ When not the boss:

Be a Key Player

Key players have...

- sense of mission
- focus on goals
- need for new challenges
- strength through consensus

Key players have...

- >an underlying faith in the game, and
- >in oneself as a player

Key players know.....

“Enthusiasm is that kindling spark which marks the difference between the leaders in every activity and the laggards who put in just enough to get by.”

-- *Johann Friedrich Schiller*

Key players know.....

“The person who knows ‘how’
will always have a job.

The person who know ‘why’ will
always be his boss.”


-- *Diane Ravitch*

Communication Principles..... applied to Leadership

- You are always communicating
.....something! (Leadership?)
- Leadership is a 2-way street.
- The visual always wins.
 - Leaders lead by example


Leader v. Follower Motivation

- A leader is motivated from within
 - Personal goals
 - Desire to excel
- A follower is motivated by pressure
 - Others' goals
 - Deadline
 - Peer pressure



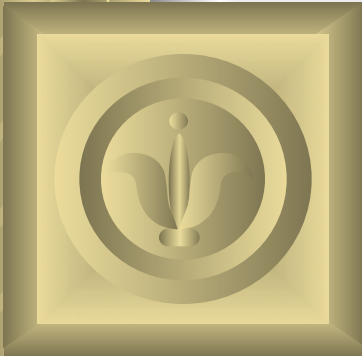
“If you lead through fear
you will have little to
respect; but if you lead
through respect you will
have little to fear.”

-- *Anonymous*



“Today’ s leaders must be students of change first, before they become teachers of change to others.”

-- *Jack Kahl, Manco, Inc.*



We are
what our self-images
allow us to be.

***“The meanings are not in the
words; they are in us.”***