

15 “Secrets” of Effective Leaders

One of the key differences between a manager and a leader is the ability to create “followership.” Team members will follow you if they believe that you have a clear vision of where you’re going, that you have their best interests in mind and if they believe that you’re “in it” with them.

Based upon our research here are the fifteen secrets to becoming an effective leader:

1. Communicate early/often
 - Our research shows that 90% of people problems are communication problems
2. Establish a clear vision/direction
 - Let team members know how they “fit” into the bigger picture
3. Proactively manage change
 - As Spanish Conquistador Hernando Cortez said, *“Burn the ships!”*
4. Set clear goals/expectations
 - Make sure you set minimum/target/overachievement goals
5. Manage your team’s energy
 - Negative energy will always affect a team’s productivity
6. Celebrate “unsung heroes”
 - Walk the halls to find people doing things right
7. Manage the present...plan for the future
 - Don’t focus so much on who you are or where you’ve been but rather on where you’re going
8. Coach people through their fears
 - Instill confidence in team members
9. Assess the “readiness levels” of team members
 - Have the managerial courage to make changes
10. Learn your lessons...then move on
 - Don’t dwell on past failures
11. Visualize success
 - Success is a choice
12. Hold team members accountable
 - What gets measured gets done
13. Hire based upon potential
 - The “want to” is more powerful than the “know how”
14. Create a motivating work environment
 - Employee satisfaction drives customer satisfaction and customer satisfaction drives customer retention
15. Search for “teachable moments”
 - Look for ways to help your individual team members reach their full potential

If you take the time to integrate these secrets into the day-to-day leadership of your team I am positive that they will be able to reach their full potential and you will reap the rewards you so richly deserve!