

THE INFLUENTIAL LEADER



CHECKLIST

A great leader is someone who takes responsibility

- ☐ This means taking the flack when things don't go to plan
 - ☐ This in turn protects your staff
 - ☐ This means that they can now do their best work and feel safe to take creative risks
 - ☐ This creates a better work environment and a better quality of life

- ☐ It means being willing to make decisions
 - ☐ Many leaders put off decisions because it means committing to something, they will be held accountable for
 - ☐ The result is that the whole business flounders, and nothing gets done
 - ☐ Making quick decisions means being okay with potentially being wrong
 - ☐ This will earn you the respect of your team *and* your superiors

- ☐ Taking responsibility means owning up when things go wrong
 - ☐ But this also means that you can take credit when things go very well

- ☐ Looking after staff also means looking after their physical needs
 - ☐ Are they comfortable in the office?
 - ☐ Are they healthy?
 - ☐ Are they happy with their colleagues?
 - ☐ The more you ensure these things, the more you can help them to do their best work

Great leaders should have emotional intelligence

- ☐ Emotional intelligence means understanding the mood and motivations of others
 - ☐ This means that you also know how what you say to someone will affect their mood and motivate them or not

- ☐ You will be faced with difficult conversations – such as criticizing work that someone has done for you
 - ☐ The way you communicate your feelings and instruct the corrections can *hugely* influence the productivity of that member of staff going forward
 - ☐ This comes down to every last word choice – so be very careful

Great leaders must be able to motivate staff

- ☐ Your job is NOT to micromanage and to tell your team precisely what steps to take when working on a project
 - ☐ This can remove any creative freedom from a job and make it unrewarding for the professional
 - ☐ It wastes time with back and forth
 - ☐ It wastes the talent of the individual hired for their specific skills in that area
- ☐ You should not try to punish or reward your team for their efforts
 - ☐ Punishments create the wrong atmosphere. This can create stress and even cause fighting among your team as a result.
 - ☐ Even rewards will make your team too focused on just the end goal
 - ☐ Studies show that this can actually dampen creativity and problem-solving skills
 - ☐ That said, for completely menial work, using incentives *can* be effective
- ☐ Instead, you should give freedom and control to your team
 - ☐ By doing this, you will be giving them the ownership over certain projects
 - ☐ This lets them approach it in the way that they want to, and means they can feel proud when things go well
 - ☐ It is not *intrinsically* motivating, meaning that they feel motivated to work on the project even when it doesn't excite them otherwise

Great leaders should have excellent communication skills

- ☐ Your job is to convey instructions and to let your team know what is expected of them
 - ☐ Delivering this in a concise way will avoid errors and prevent wasted time
 - ☐ You need to make sure you list the key points in a clear and straightforward manner
- ☐ Explain to your team the reasons *why* you are asking them to do things
 - ☐ This helps them to feel more respected and valued
 - ☐ At the same time, it gives them the flexibility to get real work done
- ☐ A great leader should be able to command respect through charisma and tone
 - ☐ Speak more slowly
 - ☐ Learn to use long pauses
 - ☐ Speak with your body

Great leaders are great managers

- ☐ A manager is someone who can manage people and resources in order to meet targets and get work done
- ☐ This means knowing where to assign each task
- ☐ It also means breaking your goals down into smaller targets that you can work toward
- ☐ Process fixing can help you to work more efficiently
- ☐ Do not “play” at manager
 - ☐ That means you shouldn’t carry out tasks and projects that are purely intended to make you feel more important.
 - ☐ Many meetings are in fact a complete waste of time