

Leadership Two Words at a Time

Two Word Essentials

Be Courageous

Leadership can be hard, challenging, and scary. The pressure to get results is incessant. Everyone is counting on you. Your decisions and motives will often be second-guessed. When you're successful, some people will resent it. The stress triggered by your responsibilities will often be high. All of this can take the joy out of leading. For all of these reasons, and many others, always be courageous as you lead. Courage is the first virtue of leadership, and it will give you backbone, resolve, and a strong sense of purpose. Be courageous!

Leading Yourself

- **Know Thyself:** Leadership starts with self-awareness. Coaching or counseling helps.
- **Model Principles:** Having deeply held values leads to strong character. People trust principled leaders. Be clear about what you stand for...and against.
- **Aspire Higher:** Leaders lift performance and profits by always aiming higher. Set stretch goals, invest in development, and improve every day.
- **Gain Control:** Before you can lead others, you have to lead yourself. That requires mastery over the use of your time, harnessing your anger, and practicing self-care.
- **Practice Humility:** People want to be led by leaders who are confident and humble. Always remember that you are not “better” than the people you are privileged to lead. Never be arrogant.
- **Cultivate Composure:** Leaders bear a heavy burden of responsibility, which is stressful. Daily spiritual centering will keep your motives pure.



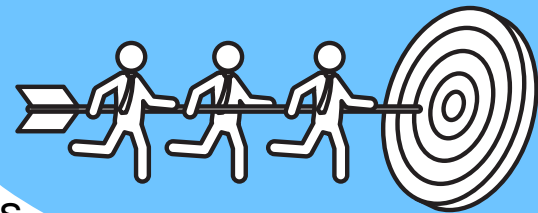
Leading Others

- **Trust First:** Trust bonds followers with leaders. Rather than have people “prove” they can be trusted, focus first on being trustworthy yourself.
- **Create Safety:** People will take risks if you make it safe to do so. Don’t bite people’s heads off when they make forward-falling mistakes. Don’t intimidate or stoke people’s fears. Psychological safety is as important as physical safety.
- **Nurture Talent:** Developing your people is a prime responsibility. You’ll be successful to the extent that you spend time helping others to succeed.
- **Promote Inclusion:** Innovation – the lifeblood of business – is what you get from diverse ideas and approaches. If you care about profits, you’ll promote diversity, equity, and inclusion.



Leading Work

- **Love Business:** Business can be intimidating until you develop business-mindedness. The more experience you gain, the more business-minded you’ll become. Learning to love business makes it less intimidating.
- **Get Results:** The pressure to deliver great work is an incessant leadership reality. “Making it happen” is your job. Don’t bellyache. Just get on with it!
- **Master Management:** Great managers make for great leaders. The more you master management fundamentals, the more equipped you’ll be to face complex situations. Set clear goals. Provide training. Review people’s work. Reward stellar performance. Be fiscally disciplined. Manage and lead.
- **Lead Up:** Don’t indignify yourself by being a kiss-up. Earn your boss’s respect by being honest, keeping them updated, and giving them helpful feedback. Support your boss’s success by looking out for stuff they might be missing.



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