



## ***Leadership: Finding Your Voice to Greatness***

The secret to succeeding in business is in understanding how to be a leader. The qualities that make a great leader are those that allow people to succeed and be great in anything they choose to do, regardless of training or experience.

What is leadership? It is the capacity to create a vision and then translate that vision into reality through those you lead. It is communication to people of their worth and potential so clearly that they come to see it in themselves. For someone to be a catalyst of this leadership phenomenon, we must have our own priorities in place.

First things first: Leadership is not about you! It is about what you can do for others. It is foremost about developing deep and strong relationships, something that women find easier to do than men. One of the first criteria of leadership is to be able to put your own wishes, priorities, judgments second to those around you. Understanding others and being of service to the people around you will in turn make you great.

*“We must become the change we seek in the world.” --Mahatma Gandhi*

### **Four Critical Tools of Leadership**

There are four fundamental characteristics of a good leader. Without any one of these, you will not succeed. (“The Eighth Habit” by Stephen Covey.)

*Vision:* A leader must have vision. Without vision, there is not direction, no way to follow, no path or alignment around a common goal. Can you imagine a leader who does not know where they are headed? A leader always has the end in mind and knows how to get there.

*“You can’t depend on your eyes when your imagination is out of focus: --Mark Twain*

*Passion:* Passion is the motor that drives vision. When your vision is aligned with your passion, there is magnetism, energy, magic. Don’t ever undertake a cause or a project without passion. How many people do you know who hate their jobs? They are making decisions at work that are not aligned with their vision and passion. Can you imagine a visionary leader who is not passionate about the cause they are leading? How would this person ever convince others to follow them?

*“Remember, we do not see the world as it is, we see the world as we are.” Anonymous*

*Discipline:* Without discipline, success depends on luck. To succeed, you must have the characteristics of discipline, which include: planning, hard work, consistency, focus, self-sacrifice, tenacity, thoroughness, commitment and decisiveness. We have all

experienced the person that can't get out of their own way. They can't delegate, execute, and therefore, can't deliver. This person needs to partner with a strong operations leader.

*"He that would govern others should first be master of himself." Phillip Massigner*

*Conscience:* The supreme quality of leadership is unquestionable integrity. Without it, no real success is possible. You must set an example – "Do what you say," and "Walk the Talk." What you do and your moral values must be completely consistent with your Vision and Passion. Characteristics of a leader with conscience include: morality, wisdom, ethics, compassion, respect and fairness. Hitler is the leader in recent history that we think about when we look at a leader with Vision, Passion, and Discipline, but no conscience.

Great leaders have all the above in abundance. Their priorities are in line and reflected in everything they do. When these critical leadership requirements are met, people inevitably will follow, and great things will happen. How do you stand in regards to these four principles?