

“MANAGE” MOMENTUM WITH LEADERSHIP

During the “best” of times, it’s relatively easy to be a positive leader. During turbulent times, when it’s a little tougher to do business, leadership becomes more important, valuable, and challenging.

We seldom control “the” situation, but we do control how we choose to react to challenges. And...we control the behavior other people see; we are responsible for the example we set.

MOMENTUM...

There’s a natural ebb and flow to the momentum of a team or business. You *can’t* absolutely control momentum, but you can influence it. Here are a few things to consider as you reflect on your role as a leader.

GOALS...

People work best with clear *short-term goals*, supported by meaningful measurement systems.

EFFECTIVENESS...

Help your people do enough of the right things well. *Effectiveness* is a better message than “work harder” or “see more people”.

EXAMPLE...

Your team is very likely to be *enthusiastic* when you are.

DEVELOPMENT...

Confidence stems from *competence*; everyone needs a development program.

ACTIVITIES...

Results follow activities; you can’t “manage” results, but you can focus on appropriate activities.

PIPELINE...

Pay close, frequent attention to the number and quality of opportunities in the *buying pipeline*. Unless buyers are manifesting real buying behavior, they don’t belong “in the pipeline”.

VICTORIES...

Catch people doing the right things well; recognize and reward the right activities.

PROGRESS...

Pay attention to *progress*. When you see it, let people know.

PLAN...

Invest in developing and executing plans which facilitate *proactivity*.

TIME...

The most and least productive people in the world have exactly the same number of minutes in a day. Become an example of how to *utilize time effectively* by investing in the people and activities that really matter.

PREPARE...

Don’t have any meetings or contacts unless you’re *fully prepared* for them.

OPPORTUNITIES...

Don’t look for problems, don’t ask your team to look for problems; focus on “*what’s possible*”.

FUTURE...

Talk about the future, and what you can do together to *shape it*.

HABITS...

Focus on *habits*, forget about discipline.

PRIORITIES...

Invest your time for *maximum ROI*.

REALISTIC...

Be candid and realistic about “the situation”; but, don’t amplify problems by giving them too much attention. Focus on *solutions* and *opportunities*.

PROBLEMS...

Solve them by treating them as *projects*. De-emotionalize them.

PURPOSE...

Consider *why* you’re doing what you’re doing. Sound a certain trumpet about what you are building.