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# 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 is 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