



LEADERSHIP AND VISION

Executive Overview for:

What Does Real Leadership Look Like?

“Leadership is where it all starts...and without it, it can be where the business comes to a premature stop.” YourBoard.US

1. Description of a leader.
2. What are the Top 4 things a leader does?
3. What do associates expect of their leaders?
4. Importance of a “visible” leader.



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What does “Real” Leadership look like?

Leadership – Profiles

1. Who is a leader? How do I describe leadership?

“A leader has the skill to create a strategic vision and the ability to assemble and inspire people to follow, improve upon and implement that vision.”

How does a leader do that?

- A. Consolidates conflicting and confusing philosophies and lays a simple roadmap to achieve the goals set for the business.
 - B. Sets the expectations for the business and for each of the people filling the roles within the organization.
 - C. Acts as a source of information, direction, motivation and inspiration. Be the Chief Communications Officer.
 - D. In small and mid-size companies remember that leadership is personal.
2. How would the people, who are part of a company organization, describe leadership and what their expectations are for their leaders?

In summary, what associates want of their leader is that the leader be a beacon of communications starting with the plans the company has for the business and how each individual fits into the plan. Associates want to understand the expectations of their role, the security of their position and the opportunity to be appreciated and recognized for performance and then considered for advancement.

- A. Associates want a clear understanding of their role, the expectations of their role and the criteria by which they will be measured and for which their success is judged.
- B. Associates want to have input and receive feedback on their input and understand the reasons behind decisions that directly affect them.
- C. Associates always want to be respected and valued as human beings. They want to be appreciated for hard work and recognized for achieving results. They also expect to be rewarded for continuously achieving results.
- D. Associates want understanding when results are not fully achieved when the surrounding conditions were out of their control.
- E. Associates want co-workers hired who share common values and work ethic.
- F. Associates want a stable platform for them to be able to do their best.
- G. Associates want to feel security in their role and want to know the company is stable.



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3. Why is a “visible” leader critical to the organization?

There is no successful organization in any industry or institution throughout time that has not had a visible leader who was the face of the company to both the associates and outside stakeholders.

- A. The leader carries the flame of a clear vision.
- B. The leader listens to people and leads change.
- C. The leader cares about the business and the people in the Organization.
- D. Remember, if you take care of the associates and the customers first, the business will take care of itself and the profits will come.



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