

“Leadership is a choice, not a label.”

Bob ‘Idea Man’ Hooey

Getting started as a leader

Welcome fellow leaders! Welcome to the *never-ending* journey of an evolving career and management focus on ***personal leadership development*** and coaching. A striking change in global perspective has placed a new focus and pressure on finding and applying more productive uses of your assets and updating your team members’ skills to compete successfully.

Taking personal leadership in your own career growth and success is worth the investment. This is where you apply *leverage* to dynamically succeed! Too many leaders are *blind* to the opportunities and responsibilities of creating and nurturing those who would follow them. Too many miss the opportunity (*are blind*) to play an active part in the selection, growth, and success of those who would succeed them; those who would help them succeed as leaders.

“Avoid being the blind leading the blind ... leave behind a ‘Legacy of Leadership’.”

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Leadership can be a *lonely* and *frustrating* road to walk. There will be times when you wonder if it is *worth the effort*. I know I have! **‘LEAD! – 12 idea-rich leadership success strategies’** is my small contribution to helping you work through the frustrations, challenges, and lessons; to see your efforts bear positive fruit.

Being a persuasive and effective leader is a lifetime commitment and we need you.

LEAD! was written to share a few ideas, tips, and techniques we felt would be helpful in your quest for leadership significance.

In recent history, workplace coaching has taken on a new, more effective focus. Leading edge employees, managers, and successful executives have experienced positive results from enlisting the help of a leadership coach to help them improve in specific areas or to achieve specific goals.

Striving for significance as a leader follows this path.

People have been going outside the typical corporate arena and enlisting or recruiting personal or leadership coaches. They want to change, to improve their performance, and to enhance their ability to win! Strive for significance - lead on purpose!

Many world leaders, executives, and innovative managers have also seen the wisdom and a positive return on their investment of time and resources in training and **coaching their employees and future leaders for optimal results.**

Things are changing in the boardrooms, factories, and on the sales floors of businesses across North America and the globe. **Are you?**

Leaders are changing as well, with more women taking on important leadership roles and proving themselves worthy as they inspire other women to follow their lead. Bravo!

People generally experience problems and challenges in their performance for four major reasons:

Poor or inadequate training

Inadequate equipment or support services

Time constraints and poor time management

Motivation

Unfortunately, many of these reasons can be traced back to poor or *uninspired* leadership.

Many 21st Century leaders are moving into applying a coaching role as an effective style and skill in helping their teams grow and succeed. I found it works well!

Leadership coaching in its essence will help you discover the area(s) which are acting as roadblocks for the person being coached.

Leadership coaching can help you turn roadblocks into stepping-stones for increased success, productivity, and a real sense of satisfaction on the job.

Leadership coaching can bring you a sense of satisfaction as the coach, too – **in bringing out the best and in seeing your people productively grow and win!**

One of the most important aspects of your leadership growth and continued success is measured by the investment in your team and the results of those efforts.

“You win, when your people win!”

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I had the opportunity to repeatedly drive this idea home several years back when I was engaged to work with the President and senior management team for one of Canada’s 50 Best Managed Companies.

Over a period of four months, we explored ways of helping these men and women hone their leadership skills to better equip and lead their respective teams. **The results were astounding!** The following year they broke the billion-dollar retail sales mark for the first time in their 33-year history.

This is a lesson learned from working with and studying the actions of North America’s leaders in various industries, including the volunteer sector. This, coupled with my own experience in a variety of leadership roles, has reinforced my contention that **“You win when your team wins!”**

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Bob ‘Idea Man’ Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **‘Legacy of Leadership’**, **‘Why Didn’t I THINK of That’**, **‘Speaking for Success’** and **‘The Courage to Lead!’** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been

zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.