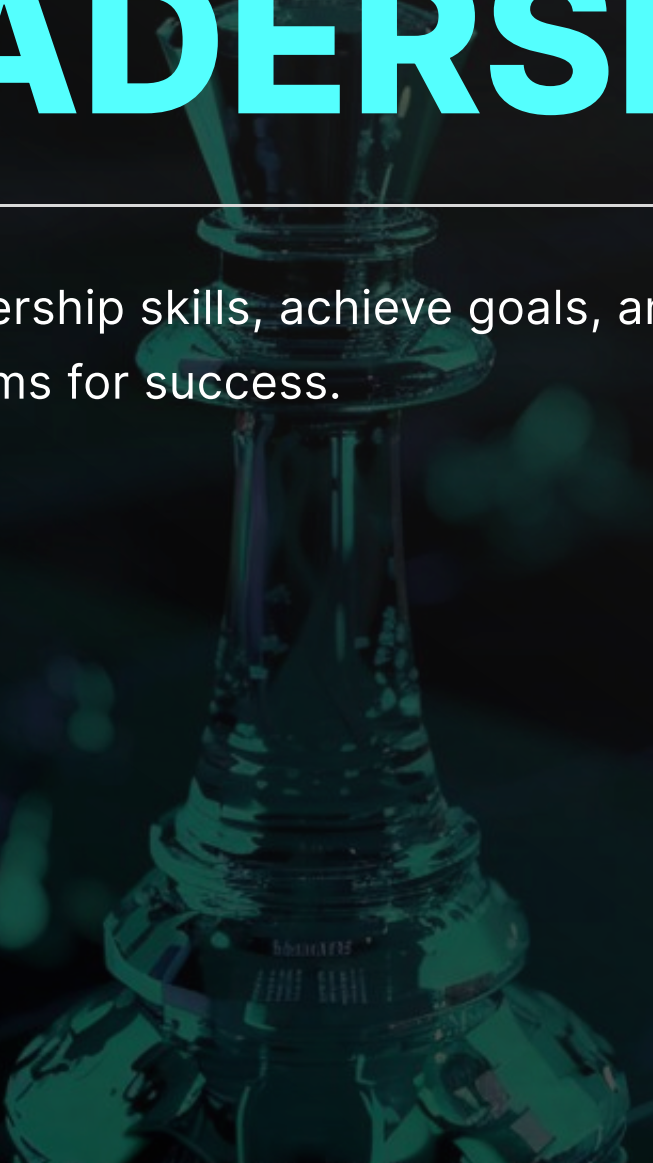


LEVEL UP YOUR LEADERSHIP

Develop leadership skills, achieve goals, and empower teams for success.



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INTRODUCTION

Introduction

What you have in your hand is a guide that will change the ball game in your role as a leader. If you feel like there is room for improvement and have a willingness to learn and apply the materials, this is the guide for you. Being a better leader is something that anyone in such a position strives to do.

The first question to ask is: what is making you want to become a better leader? You might be worried about having communication skills that may not be enough to get your message across. You may not have a tried and true process to plan, set, and conquer your goals.

Whatever it may be, you have made the decision to better yourself as a leader. This guide will provide you with plenty of actionable information that must be applied. The only way it won't help you is that you don't take action yourself.

If you don't see yourself as a consistent action taker, close this guide now. Still here? Good.

This guide is for someone who is either in the following situation:

- They are training for a leadership role and want to get a good start
- They are already in a leadership role, but unsure about how to make the most of it

So, you're in either of these two positions. If you are in the process of assuming a leadership position due to appointment or promotion, then you may want to consider this guide as your roadmap to becoming an effective leader from the get go. You might be nervous about how people will receive you as a leader.

If you are in a leadership position and don't know what to do, then you're in the right place. You may feel like you have the basics down to a science. But you feel like you're not doing enough.

This is the guide for you if you are serious about taking responsibility. In fact, you as a leader must have this skill already. It's up to you to make the move and improve yourself.

This guide is also for those that may be struggling with communicating, goal-setting, making executive decisions, and so much more. By the time you finish reading this, your leadership skills will be improved. Those who are your subordinates may notice something different about you and the way you operate.

What will be covered?

This guide will cover eight different aspects of being a leader. Let's give you a brief synopsis of what each chapter will cover;

- **Develop Yourself First:** The first building block in becoming a great leader is to work on yourself. There is no other way. In this chapter, we'll talk about tips on how you can improve yourself as a leader both inside and out. We'll talk about developing the mindset of being an effective leader. We'll also touch on the kind of leadership style that fits you best.
- **Goal Setting Like a Leader:** Setting goals is just a part of success. Conquering those goals will also be part of that process as well. In this chapter, we'll go deep into how you can set goals that you and your team can conquer every single time without issue. Sure, there will be challenges that will need to be addressed. But this process will make goal- setting simple and straightforward.
- **The Essentials for Success: Planning and Organization:** Planning for success and organizing the priority tasks will be essential for each leader. What gets done first? What will be taken care of by others on your team? We'll talk about the planning and organization process and how you as a leader must act on it.
- **Making it Happen Through Effective Execution:** Planning is one thing. But execution is another. No plans will come to fruition if you do nothing. This chapter will cover how you can execute and make the move without hesitation.
- **You're Only as Strong as Your Weakest Link:** We'll talk about the common strengths and weaknesses leaders face every day. If you have weaknesses of your own, this chapter will show you how to improve on them so they can become strengths themselves.

- **Empowering Your Team:** As a leader, you must motivate, inspire, and empower your team. Doing this will make the difference between one that is high in morale and productivity from one that may be dull and indifferent.
- **Performing Performance Management:** This will help you evaluate your team. Who is productive and pulling their weight and who isn't? You'll learn exercises that will help you encourage team members that may need to improve or face the consequences.
- **Leadership Is A Never-Ending Job:** As a leader, your job keeps going. Whether you're at the office or at home, you have a responsibility to put your leadership abilities to the test. We'll talk about how it can apply outside of your professional life.

It's time to make a decisive move

Next may be your greatest challenge yet. You have two options to decide from:

- Either you put this guide away and never read it again. And your leadership abilities will stay the same. No effective communication, no ability to take decisive action, or be able to get your team to rally behind you.

OR

- Keep reading and improve your leadership abilities so you can face the challenges head on. Set goals, plan and prioritize, empower your team, and have them follow you through every straight and turn.

The second decision should be a no-brainer. If you chose that option, continue on to the next chapter.

CHAPTER 1

DEVELOP YOURSELF FIRST

Chapter 1: Develop Yourself First

The first thing you want to do as a leader is develop yourself. This chapter will cover how to adopt the mindset of a leader. We'll also talk about the type of leadership styles that will fit you best based on a personal assessment of your personal beliefs and values.

It will take time to develop yourself into a leader. The timetable will vary from person to person. Some will develop quickly while others will need a bit more time to fine-tune their abilities.

Furthermore, even if you develop the basic frameworks of being a leader, you will still need to improve over time. This will be evident in the final chapter that covers leadership being a never-ending job. With that said, let's dive right in to help you develop yourself into the leader you want to become.

Develop the mindset of a leader

The kind of mindset a leader must have should be one that involves growth. Not only that, they believe it should also acquire a certain kind of belief system, attitude, and what they should expect. Without the right mindset, being an effective leader might not be possible.

Below is a list of characteristics that you must develop as a leader. Let's take a look now at what they are:

Facing challenges is normal

As a leader, you want to be fearless in the face of challenge. It's best to run into the storm rather than run away from it. Accept the fact that challenges will be the norm and you will be facing them more often than not.

It's important that you have a plan of attack for when they happen. You possess a good attitude that it will be accepted and overcome. You will have the right kind of people on hand that will help you out, when needed.

Have humility

Even though you have confidence in your leadership abilities, it helps to be humble. You want to give credit where it's due. You don't want to take all the credit and think you're better than anyone.

You also want to accept the fact that if you are proven wrong about something, you want to own it. The last thing you ever want to do is blame someone. Holding yourself accountable can go a long way.

You are decisive

A leader doesn't need to hesitate. Especially in situations where time is not on their side and a decision has to be made now rather than never. When it comes to being decisive, there should be no room for second guessing yourself.

The more information you have to make an educated decision, the better. If you need that data to make a decision, get it as fast as you can. People will look to a leader who is decisive, even when time presses as hard as it can.

Being resourceful

Resourcefulness is something each leader must have. It makes them flexible in mind when it comes to coming up with solutions to certain problems. They think outside of the box.

They will have a lot of information on hand that will help them answer questions. It will also be helpful whenever they have their own problems to solve. If their team has a challenge, a leader will have the confidence to help them conquer it because of resourcefulness.

Thinking ahead of the future

Leaders will be able to think steps ahead. They are oriented towards the future. They know that things may be subject to change.

When change happens, a leader will be ready to make adjustments that will fit. A growth mindset is open to change and last minute adjustments. A fixed mindset, not so much.

A growth mindset will focus on the future and will plan ahead. A fixed mindset doesn't look that far ahead and will fly blind hoping they don't crash.

Being open and honest

A true leader must be truthful and have nothing to hide. You want to be honest with the people who are there to help you achieve the goals you set forth for your business. You want to let them know what lies ahead.

If there are changes being made, let them make it known ahead of time. When you are asked questions, be honest and truthful as possible. When someone finds out you have lied later on, they will lose trust in you and may quit.

Honesty is always the best policy. And it takes a good leader to follow it to the best of their ability.

Recognizing other people's success

A leader must recognize and acknowledge those who have been successful in their own right. They know that because of them, they reached a goal or conquered a challenge. It brought them one step closer to what could have been a major goal they're trying to achieve (such as yearly sales).

Leaders have success in their own right. But they will defer to their subordinates and give them the recognition they deserve. They can also reward them accordingly for a job well done.

Accepting responsibility

If something goes wrong, you accept responsibility. Don't place the blame on others. It's important to come up with a solution to make the 'wrong' right, if necessary.

People make mistakes. Leaders like you are humans, not machines. There will be times when you will be wrong, even if you thought you were right.

What type of leader are you?

In this section, we're going to discuss which leadership type fits you best. We'll discuss the main traits of these kinds of leaders so you can be able to identify

where your personal beliefs and values fall under. Let's take a look at the following styles:

Autocratic

This kind of leader is more of a 'my way or the highway' type. Whatever they say goes. They will be less likely to be open to any ideas, discussions, or anything else. So a team member's input may go unheard.

They implement policies without any prior notice. This can be effective if you are in a small group or in industries such as the military or government. This may not work best in almost any business setting.

Democratic

Even though you will have the authority over the day to day operations, you tend to get your team involved in most of the decision making process. Granted, this won't work in an emergency situation (where you can get away with being a bit autocratic). But other than that, this will give your team members the opportunity to discuss their thoughts and ideas.

They can also help sway any decision you may have in regards to critical company decisions. Once every idea is brought up, a majority will vote for the best option. And from there, it's enacted.

Transformational

A transformational leader will be perhaps one of the best types. That's because their strength lies in empowering their team. On top of that, they are visionaries that have ideas of their own and want nothing more than to execute on them.

This can be mixed with certain leadership types, especially when they have a desire to foster positive change.

Diplomatic

A diplomatic leader's goal is to make sure everyone is happy. Sometimes, it may involve negotiation to ensure everybody involved gets what they want. This is the kind of leader that will take a problem (even complex ones) and solve them with ease.

Bureaucratic

This involves a chain of command. There is a top ranked leader that will be the ultimate authority. There will be other leaders below the top rank, each with their own rank and file.

This is common in the military, but there may be a similar structure in business. The CEO may have the final say in company matters. However, one lower level leader will always have to answer to another (i.e - A branch manager will be under the authority of a regional manager).

Transactional

This kind of leader will reward those for a job well done and punish those who do a poor job. Think of it like sports. A star athlete that is on a cold streak will need to be benched until they improve their game.

If the star athlete is performing well, whether they are the starter or coming off the bench, they get more playing time as a reward for their efforts. In business, it's similar. So be sure to keep track of who is being productive and who may be dragging things down.

Developing yourself into a leader can take time. Not only that, it will also help you form an identity based on your leadership type. Building the mindset will be one of the greatest challenges in your development process.

But you can be sure that you know what it takes to make the best decisions, give credit to your team, and take responsibility for things (including saying you were wrong about something). Now, it's time to move forward and discuss some of the biggest responsibilities that you as a leader must undertake.

CHAPTER 2

GOAL SETTING LIKE A LEADER

Chapter 2: Goal Setting Like A Leader

Leaders must have the ability to get goals. At the same time, they must have the ability to execute the actions necessary to achieve them. This chapter will show you how to get it done.

We'll be going on a simple four-part model that you can easily repeat over again. Every element is vital to your success as a leader. It's important that you don't skip over any of the parts needed.

Think of yourself as someone who is trying to build a house. Skipping one of the steps in this model will be like building it without a foundation. It will buckle down and crumble with ease.

By the end of this chapter, you'll be able to set goals, create a strategy, track the progress, and follow through them to the end. Let's begin.

Stage 1: Goal setting

The first thing you need to do is set your goals. These goals can be set for the short-term or long-term. These can even be broken down in terms of timing (daily, weekly, monthly, etc.).

No matter what, it's always a good idea to sit down and move a few steps ahead. Future planning (as we have discussed in the previous chapter) is the one skill you need to have. Because you will need to set goals to meet projections and forecasts for your business.

For example, what will be your sales goal for the year? Then you can break them down by the month, week, or day. These are known as 'specific goals'.

This is part of what is known as making SMART goals. SMART stands for the following:

- **Specific:** What are the specific goals that you want to achieve?
- **Measured:** How will you measure your success? What metrics are you planning to follow in order to make adjustments, if needed.

- **Achievable:** How will you achieve these goals? What steps will you need to take in order to achieve them? How will you get from point A to point B? Who will be the right people to get you there?
- **Relevant:** Why is it relevant for your business?
- **Time-bound:** How-long will it take to achieve these goals (both major and minor)?

It's important that you take the time to answer these questions every time you set your goals. If you are able to do this, you will have a clear idea of what they are and you can make it a breeze to keep track of all the data.

It's also important to know what your company's mission is. Why does it exist? What is its purpose?

Stage 2: Setting a strategy

You now have the goals set. How will you conquer them? To do this, you want to make an assessment.

To be more specific, you want to get a vision of what things will look like after said goals are achieved. From there, it's important to find a way to measure those goals and keep track of the numbers that are relevant. Going back to the sales example, you may need to focus on the units sold and even the amount of revenue generated for a certain time period.

You also want to assess the challenges that may lie ahead. What kind of roadblocks will you and your team face? How will you conquer them?

You also want to set milestones for a specific goal they have achieved. If 1000 sales a month is the monthly goal, it can be a milestone that can easily be achieved towards your much larger goal of 10000 annual sales.

Then, think about the scenes that will play out if your goal is achieved. How will your team feel? How will you feel?

This should be enough to help you put together a strategy that will work to your advantage. Make sure your strategy involves the right kind of people. Who will be best to help you tackle those goals while overcoming the challenges that may

hinder your achievements?

Stage 3: Tracking progress

With the wheels set in motion, it's time to track the progress. You'll want to keep track of the numbers so you can be able to measure its overall success.

You will be keeping an eye on things that happen throughout the day, week, month, and so on. It will allow you a glimpse of how much towards your goal is being achieved. It will also determine if there are any weak points.

Let's say you are tracking individuals that are in your sales department. One person's numbers show evidence of apparent struggle. Now you have a problem on your hands that needs to be addressed.

Let the person know that you have been monitoring their progress and it appears they may be having trouble. Get to the bottom of it. Once you know what the problem is, formulate a plan to ensure that they make improvements going forward.

If it appears to be a widespread issue, talk to your team. Investigate the issue and come up with potential solutions to rectify it. This is where your problem-solving skills will come into play.

Hold yourself and each other accountable for any issues that may occur. Manage your time wisely. If timelines need to be changed, so be it.

It would be a mistake to leave out tracking progress as a leader. Especially when you are trying to set and achieve goals that can dictate the financial future of your business. Not to be outdone, this can also mean the financial future of yourself and your employees.

Stage 4: Achieve and Repeat

At this point, you have made the necessary adjustments to continue meeting your goals. You and your team manage your time wisely and soon, you reach the much larger goals that you set in the beginning. The mission is accomplished, so now what?

Repeat the process. You start back from step one and repeat it over and over again. Because of past experience, it makes things a lot easier.

You can set the goals, put together a strategy, and track the progress accordingly. You can make changes when and where necessary. And you can spot issues and prevent them from growing into even larger frustrations that will hinder the productivity and success of you and your team.

Final Thoughts

Setting and achieving goals as a leader can be as simple as 1-2-3-4. This is your blueprint to making sure you and your team are able to make your goals as SMART as possible. Be specific and clear as possible.

Know that you will need to measure the progress and have a time table in place of when they need to be accomplished. The larger the goal, the more time it will need to be achieved (i.e - 10000 sales in one year). You will need to break down that large goal into smaller ones, which can be achieved much faster.

Make sure that you know exactly what the goal is, how it's measured, how it can be achieved with the right strategy, why it's relevant to your business and its mission, and have an idea of a deadline of when that goal will be accomplished.

CHAPTER 3

THE ESSENTIALS FOR SUCCESS: PLANNING AND ORGANIZATION

Chapter 3: The Essentials For Success: Planning And Organization

A leader's success can be assured if they have the ability to plan and organize. This chapter will show you how to make it as simple as possible. You will also be revisiting some of the examples mentioned in the previous chapter such as setting SMART goals.

When it comes to planning and organizing, you want to plan what needs to be achieved and organize them by priority. It's not a great idea to achieve something that isn't urgent and not important. We'll show you one example of a certain 'matrix' that you can use in order to plan your goals for the day and beyond based on their importance and urgency.

Let's talk more about planning and organization.

Why is planning so important?

Planning is important because you need to be strategic about the specific goals that you want to achieve. How will you get there? What are the obstacles that will stand in your way?

When those obstacles pop up, how will you conquer them? You want your plans to be as clear and organized as possible. You need to know what kind of specific actions that need to be taken.

Failing to plan even if it's for the short or long term can lead to a lot of issues. It also means changing them on the fly if there are events beyond your control that may occur.

The Eisenhower Matrix: Making Planning And Prioritizing A Lot Easier

One of the best ways to plan your goals, albeit for the day, is to put together what is known as the Eisenhower matrix. It is separated into four different sections (or quadrants). And it's drawn out like this:

Urgent/Important (Do it now)	Not urgent/But Important (Schedule)
Urgent/Not important (Delegate)	Not urgent/Not Important (Eliminate)

As you see, the most urgent tasks on the upper left hand quadrant are your biggest priorities. If you have tasks that need to be done, but you don't have the time, delegate them to someone who will. On the other side, we have the not urgent, but important tasks that can be scheduled for later.

Last, we have the not urgent and not important things, which need to take a back seat. Or they can be done away with fast. Whatever is on the Urgent/Important quadrant, do those tasks no matter what.

So for example, let's say your day consists of meeting deadlines and attending meetings. You have an upcoming deadline on a client project. It's about two days out and everything appears to be right on schedule.

Despite the good progress, you'd be crazy not to schedule it outside of urgent and important. Let's say you have a meeting with your sales team. While important, it's not the end of the world if it can't be done this morning.

So have it scheduled to later on that day. Or it can be scheduled for later on in the week. This will depend on your workload.

Then you have social media. This is where things get a little tricky. If you are using it to promote your business, then you may want to delegate it since it's an urgent, but not important task.

Personal social media use should be eliminated because it's an unnecessary distraction. Wait until after the work day is done.

As you can see, the Eisenhower Matrix is planning and organizing all rolled into one.

Put this to good use on a regular basis and performing tasks and being more organized and productive will be easy.

Organization = Resourcefulness

Another reason why organization is important is resourcefulness. Someone will need your help with something and you might have a solution. Furthermore, you find the solution easy to find because you know where it is.

Allocating your resources will take organization. You know when it's being used for its intended purpose. And you will provide it to the right kind of people.

It also helps because you want to conserve your resources rather than waste them. Identify what they are and make sure that when given out, they are in the hands of the people who know how to put them to good use. Plus, it makes scrambling around to find a competent person a thing of the past.

Communicate at all times

Effective communication is part of the planning and organization process. You plan out the goals and you organize based on priority. Discuss why it's important to achieve something now rather than later (and vice versa).

Make sure everyone is on the same page. If no one is, ask them what might be the issue. Give them a chance to explain it so you can be able to further assess the situation.

If plans are being executed and not everyone is on board, it can be a complete mess. This is why regular meetings and check-ins with your team members are a plus. That way, you'll be able to identify what's been done, what needs to be completed, and recognize any issues that need to be addressed as soon as possible.

This chapter has provided you with a simple way to plan and organize for your day. You can create a similar model based on achieving your long-term goals. Planning and prioritizing your goals should be an essential skill for any leader.

You have goals that need to be achieved now. You have the responsibility to defer any tasks to those who are competent enough to get it done. At the same time,

you also need to make sacrifices in an effort to manage your time and allocate it to what's important.

It also takes organization to make sure that no resources are wasted. Also, effective communication will set the plans in motion. You and your team will discuss what needs to be done sooner rather than later (including reasons why it has to be done).

CHAPTER 4

MAKE IT HAPPEN THROUGH EFFECTIVE EXECUTION

Chapter 4: Making It Happen Through Effective Execution

At this point, we've covered setting the goals, planning, and organizing. Everything is written and set in stone. Now, it's time to execute.

Without execution, none of these goals and plans will matter. They will never come to fruition because no action was taken. That's like planting a seed in the ground and never giving it the water, sunlight, and nutrients it needs.

This chapter will help you develop simple execution skills that will make taking on every challenge so easy, it would be like second nature. Let's get started and turn you into a leader that can take action from the word 'go'.

Get rid of fears and limiting beliefs

One of the things that might be holding you back are the fears and limiting beliefs. The questions of 'what if it's not good enough' or 'what if this fails' will arise. Yet, you have it within you to eliminate these fears and limiting beliefs over a period of time.

Once you have cleared these obstacles, it will be a lot easier to take action. You will have unlimited belief that a goal can be achieved. And your mindset will adjust and re-identify what is seen as failure as a setback.

You know that if you suffer a setback, you already have a plan that you can put in motion. You can get it done with little to no hesitation necessary. A true leader will get knocked off the horse, but get back up quickly.

Don't be afraid to take risks. Leaders don't play it safe all the time. They take risks knowing that their success can hinge on them.

Go over your goals and plans with your team

Even though your goals and plans are laid out, you want to review them with your team. Talk about what needs to be achieved, what challenges will be present (and how to conquer them), and so on. Talk about the actions each of your team members need to take (and the tools they need to get the job done).

Ask if they have questions. If they have concerns, give them a chance to address them and discuss any solutions. Plans and goals can change before they are executed because someone might spot an issue. Prevention is a lot better than taking action and witnessing disaster afterwards.

Once everyone is on the same page, that's when you need to take action now. Don't hesitate any longer.

Make your expectations clear

You want to make sure that the expectations you set are clear and easy to understand. What does each member of your team need to know in terms of what to do? What is considered success and what constitutes failure?

Create routines

If you want the execution to be easier done than said, creating routines will be something you need to do. What are the tasks that need to be done? What's the step by step process?

Show your team members what they need to do so they can perform the task with little to no effort. It will be as easy as them ordering their coffee. If there are events beyond anyone's control, you need to be prepared to make adjustments (and let your team know about them).

Document and review any progress

Earlier in the guide, we've mentioned that tracking your progress is a must do. This includes documenting and going over the metrics that are important to meeting your goals. When you review the progress each week, you'll want to take notes on what's working and what might not be working.

You may notice that the numbers are falling a bit short of your daily or weekly goals. What could be the issue? You may need to spot patterns and make adjustments accordingly.

It could be a member of your team that may be struggling. So it may be wise to sit down with them and ask what's going on.

The data that you review on a regular basis will give you the opportunity to make adjustments or keep things as they are.

Empower your team members

Your team members can work together and with gusto if you empower and encourage them to do a good job. Failure to do so will lead them to become unhappy, unproductive, and not in the right frame of mind in terms of meeting your goals.

We will further emphasize this subject later on in the guide. But it is key to make sure that each of your team members have that sense of belonging while being a part of something great.

Final Thoughts

Effective execution is what puts the plans in motion and the goals that can be achieved. You cannot follow through if your fears and limiting beliefs stand in the way. Once you clear them from your path, nothing can stop you.

Make sure your team knows your plans, goals, and expectations are clear and easy to understand. Set routines to where their achievements are almost effortless. Of course, it also goes without saying that documenting the progress will create opportunities for more execution based on those goals and achievements.

CHAPTER 5

YOU'RE ONLY AS STRONG AS YOUR WEAKEST LINK

Chapter 5: You're Only As Strong As Your Weakest Link

The title of this chapter comes from an essay that was published back in 1786. The words are more true now as they were more than 200 years ago. The definition of this is that even though there are strong links, there are weak ones as well.

You may have team members that may be exceeding expectations and crushing their personal bests. But that may be overshadowed by someone who may be pulling down the overall progress with their lack of numbers. This chapter will give you tips and strategies on what to do in order to strengthen those weaknesses.

Some of the weaknesses may also be your own. We'll show you how to improve on them yourself. Let's begin.

Every Team Member Is as Strong as Its Weakest Member

Imagine you coaching a baseball team. You're on a winning streak with a legitimate chance of making it to the postseason. Your star player suffers an injury and it's worse than initially thought.

You have no choice but to bench him, despite the fact that he's been a catalyst for the team's success. When you announce your decision to the player and explain the reason, the latter protests.

'I'm fine', he says. But you know he's wrong. So you explain to him why you're benching him and doing the exact opposite will hurt the team's chances more than help.

You have the final say and you are doing your best to avoid disaster. As a leader in business, you may need to make decisions (even tough ones) that may result in keeping the chain strong. But you can do your part to seek out who is being the weakest link and try to strengthen them.

Seeking out the weakest link and how to handle it

One more reason why keeping track of your team's progress is essential is

identifying who may be the weakest link. When you are keeping an eye on the most important metrics, you want to pay attention to who's meeting their goals and who is struggling.

Once you identify this weak link, it's important to sit down and have a discussion. Ask them questions about what may be the issue? Are they unproductive because they are distracted easily?

Or maybe they are not in a good mood lately. Talk to them privately without making a scene. Ask them to be open and honest while assuring them the conversation is confidential.

Take notes as you do this. Because it can give you ideas on the kind of actions you can take to help them out. If they are showing signs of something serious like burnout and mental distress, you will need to provide them with resources that include getting them professional help.

Every decision is vital in helping someone who may be the weakest link. If they are easily distracted, encourage them to find ways to become less distracted. Monitor their work routine, if necessary, so you can spot the potential issue.

For example, if your team speaks to customers over the phone, listen in on a call. Take notes and make observations. You may be able to identify the problem based on your monitoring.

Once you gather enough evidence, you can then formulate a plan to make that member of your team stronger and more improved. Now, weakness doesn't have to be productivity- related. It can be someone that may be hurting the team's cohesion.

You may have someone on the team that may have a bad attitude and won't get along with the others. You may need to take necessary measures and that may include terminating them. You may not have time to deal with the workplace drama because it may be a distraction to everyone.

Plus, a person's bad attitude may affect customer relationships. This can mean long-term customers taking their business elsewhere because of one or repeated bad experiences. And that's something that you want to prevent.

What If the Weakest Link Is You?

Sometimes, that weakest link might be you. If that's the case, it is your responsibility to make the necessary adjustments. Here are some suggestions worth considering:

Take better care of yourself

Self-care is important for not only each of your team members, but yourself as well. It can be a busy, stressful day at the office. Well-being be it your own or your team members should always be a priority.

Practice mindfulness exercises such as breathing to reduce stress. Determine what your workload will be for the day. Find a healthy work-life balance that will benefit you.

Kill your imposter syndrome

You may feel like you obtained your leadership position by pure luck. You may feel like you're not enough. You may feel like you're not yourself.

Imposter syndrome has afflicted many great leaders over the years. It's normal for someone in your position to feel this. Be sure to identify the signs and remind yourself that you are a good leader and you have what it takes.

You got here based on your hard work, accomplishments, and the abilities you possess. Don't forget that.

Eliminate your limiting beliefs and fears

We have already discussed this in the previous chapter. Your inability to do these things will create the weakness of not being able to execute. When this happens, the entire team weakens to the point of implosion.

If you haven't gotten rid of your limiting beliefs and fears, do it now. Because it can cause disaster later on and it will be a devastating blow to your team and overall, your business.

It's true that a chain is as strong as its weakest link. It may take one of those weak links to weaken the entire team. It's up to you to make the necessary adjustments to ensure that you everyone is on the right page and working together.

A member of your team may be underproductive and there may be an underlying reason for it. Make sure that you know exactly what is going on and put together a plan that will solve the problem. Before you know it, they may get stronger and the entire team will be more productive.

However, the weakest link might be you. So assess yourself and take the steps necessary to strengthen yourself so you are a more effective leader.

CHAPTER 6

EMPOWERING YOUR TEAM

Chapter 6: Empowering Your Team

As a leader, you are aware that your team is a well-oiled machine. You want them to be as productive as possible so they can help you achieve your business goals. One key to make this possible is empowering them.

This chapter will focus on how you can do just that using the tips listed below. This may also give you the chance to see who on your team may be considered one of your brightest stars. You might even notice a leader in the making.

Let's take a look now at the following tips that you'll want to use starting now to increase team empowerment.

Encourage sharing ideas and insights

One of the best things you can do is allow your team members to share ideas and insights with you. This will allow you to weigh your options. If this is a good idea, how will it benefit the company?

Challenge your team members to dig deeper and explain why the idea may be a good one. What is the expected result?

Encourage open dialogue and communication and be sure to listen when necessary.

Provide positive feedback

It's a good feeling knowing that you get positive feedback for a job well done. As a leader, your job is to make sure your team members are appreciated for their efforts. Team members want nothing more than to be noticed and recognized for their achievements.

Thus, they will be riding high on confidence while cranking up their productivity. Because they know they can do a great job at what they do.

Be a mentor for them

As a leader, you have an opportunity to be a mentor to team members that want to stay on with you for the long haul. Others may also be working for you as part

of a career they are trying to build. When someone asks for help and guidance, you can do your part to provide them with the right resources and tools.

When their time comes to move on, they will look to you as the go-to person whenever they run into a problem. Especially when they become leaders themselves.

Build leaders

If you see someone who may have the potential to become a leader one day, you have a chance to make sure that's the case. One way to do it is delegate any projects and responsibilities to someone you see as fit.

Give them authority over certain projects that you want completed. That person will feel like a valued member of the team. Make sure they are already performing at a high level in their current position.

Your workload will be lighter. Yet, it will give that star team member a chance to prove themselves beyond their current role.

Enact an open door policy

A leader will want to keep the lines of communication open at all times. This is in case your team members may have questions, comments, or concerns about things. This can include ideas, your business goals, projects, and so on.

Allow people to express how they feel about all things business. If things don't seem to be going well for them, you can also lend an ear. At the same time, point them in the right direction in terms of the tools or resources they need.

For example, if someone is dealing with burnout or mental issues, you can find the right resources for them to rest, recuperate, and help them re-attain the frame of mind they need to be productive again.

Place trust in your team

If you trust your team into getting the work done, there is no doubt that the feeling is mutual. Your team members will trust you to set goals, plan for the future, and lead the way. They are confident in your leadership abilities and for that reason, they trust you enough.

You provide that trust in return and your team members will go to bat for you one hundred percent of the time. They might have that mindset that they would die for the cause you're leading, if that makes any sense.

Empowering your team will provide the people around you with excellent benefits. They will feel happier, more appreciated, and willing to get the work done if you ask them to. You will be able to build new leaders that will move onto new heights in their career.

It's also important to make sure that you get involved with the decision making process (and let them in on it). Especially when there are critical decisions that need to be made about the company. No one wants to see change happen without any kind of advanced notice.

One major thing that no leader should ever forget about is their team. Without them, their goals would be difficult, if not, impossible to accomplish.

CHAPTER 7

PERFORMING PERFORMANCE MANAGEMENT

Chapter 7: Performing Performance Management

As a leader, one of your responsibilities is letting your team members know how they are doing. Each one is wondering whether or not they are doing a good enough job. It can get to the point where they may be worried about it.

One thing you want to be aware of is that your team members won't be as productive if they are in a constant state of worry. In this chapter, we'll talk about how you can perform a performance management process in the simplest way possible.

Another name for this is a performance review. Those words may sound a little daunting to a team member. But needless to say, they are worth it.

Let's break down how you can do performance management for your team members.

What is performance management?

Performance management is designed to help improve the performance of your team members. This can ensure that they can do their part to be an effective member of the company.

You'll want to make sure they are able to work in accordance to your business goals including their own individual goals.

Why should you do performance management?

Simply put, doing performance management will ensure that your employees are engaged. They are performing at their best level while trying to strengthen any weaknesses they may have. At the same time, it will help you decide who to retain in the event if you need to let a few people go.

Tips for Effective Performance Management

Now, we're going to focus on how you can make performance management

effective for your company. These suggestions may be different compared to how things are done normally. But this is your company - you can do the performance management tasks your way.

Let's take a look at the following tips:

Make them frequent

You'll notice that some companies will do performance management tasks every quarter, six months, or annually. This can be something that will be unsettling for many workers.

According to one survey, almost 95 percent of workers would prefer performance management in real-time rather than wait six months to a year.

Not to be outdone, 80 percent have a preference for a quarterly review and nothing longer than that. Either way, the sooner a performance management review is done, the better.

Make sure it's complete and detailed as possible. We'll explain why in the next tip.

Give them a detailed report

Let them know what their strengths are and why they are important to the tasks at hand. On the other end, also point out the weaknesses they might have. Explain what makes them weaknesses and give them suggestions to strengthen them.

This will help them become more focused on correcting them so they can do their jobs with more effectiveness. You don't want them to strive for perfection. You want them to do a good enough job to where it aligns with both their individual goals and your business goals.

They want to improve themselves to do a better job. Provide them with any additional tools and resources, if needed.

Allow them the chance to comment

During this review, you want to give them an opportunity to ask questions, comment, or address concerns they may have. Open communication is important in terms of coming with a solution to help them improve in the areas they are

weak in.

Formulate a plan

You want your team members to improve. So it would make sense to consider an action plan that will help them get better at their job. Give them goals that they need to achieve by the next performance management.

For example, if they are done quarterly, give them a deadline that will give them enough time to improve in the areas they are weak in. Make it as clear and easy to understand so they know exactly what to do.

Cut out the consistent poor performance

If a team member has consistently shown poor performance despite plans to correct it, you may need to make a decision. This includes terminating a team member from their position. Unfortunately, this is something that you will be tasked to do at some point.

It's no fun seeing someone lose their job. Yet, your business goals may not be achieved if you allow poor performance to continue.

Performance management will need to be done more often than the norm. So make sure you get them done on a regular basis.

If you need to spread them out timewise, go no longer than a quarter (or every three months).

This will give you the opportunity to help your employees that may be dealing with a few weaknesses in their role with the company. Give them the chance to better themselves with a step by step plan. They may either improve over time or fail to meet the expectations (in which they will be dismissed from their role).

CHAPTER 8

LEADERSHIP IS A NEVER-ENDING JOB

Chapter 8: Leadership Is A Never-Ending Job

Leadership doesn't end at 5 o'clock and the office is shut down for the night or weekend. You can still be able to demonstrate your leadership abilities outside of your professional life.

However, you may not have authority over certain situations.

If you have a family of your own, you have already assumed the leadership role. So to an extent, you do have authority over what goes on in terms of what the kids will eat, how the finances are handled and so on. Yes, everything you will learn in this guide about leadership will apply in both your professional and personal lives.

No matter what, being a leader is a job that never ends. So, let's talk about why this is the case.

Even on vacation, you still have decisions to make

This includes where you and your family go to eat. Or it can be checking out a tourist attraction that may be in the area.

Whatever it is, you get to plan and decide what gets to be done that day.

You might even discuss this with your family before the vacation even begins. Planning the itinerary may take some discussion with your spouse and your children. Members of your family might not be on the same page (especially young kids).

Granted, despite the fact you may be a transformational leader in the office, you may have to assume the role of autocratic leader in some instances. But the goal here is for everyone in your family to have a good time, so don't be too stringent.

Some of your leadership skills will apply in the real world outside your office

Being an effective communicator will work with just about anyone that isn't your

employee. You may be planning something and discussing future events. You may be wrestling with tough, life-altering decisions.

Whatever the situation, your leadership skills may be tested. It's a completely different ball game compared to what you deal with in the office. Plus, the gravity of the situation will feel different since it may involve the personal lives of others.

You'll always be keeping track of progress

You may be working on a personal project. Or you may be paying attention to your child's academic performance.

Whatever it may be, examining the progress and the data that goes along with it is another task you'll see yourself doing.

If things seem to be going well, you decide to keep doing what you're doing. If there needs to be changes, plan them in great detail and execute on them. Then, you will notice any changes that were made as a result of these adjustments.

You can keep making changes until you achieve the result you want. Giving up on it may be an option, which is actually the definition of failure. But knowing you, you might be persistent enough to continue.

Leadership is something that you'll never stop doing. Whether you are at the office or at home with your family, somewhere in your life, you still assume it in some way or form. While you may not 'fire' your children for poor performance, you can discipline them as you see fit.

You will still need to face tough situations that require decisive action. If anything, you've long been in a leadership role. And that is being a leader of your own life.

To that end, it is true. Leadership is a never-ending job. That will continue until the day your life ends.

CONCLUSION

Conclusion

Before we wrap this up, a big thank you for reading this guide in your efforts to become a more effective leader. It should be encouraged that you keep this guide for a few reasons. One of them is for reference purposes.

You can go back to this guide and go to a specific chapter. If you find yourself stuck doing performance management, then read the chapter again to get an idea of what you should do. Another reason to keep this guide is to give it to someone who you see as leadership potential.

In one of the previous chapters, one of the tips we provided was delegating major projects and giving authority to someone who appears to demonstrate leadership qualities. If you believed that they performed well and met (or even exceeded) your expectations, you may present this guide as a rite of passage.

Everything you learned in this guide will be something that they themselves will also. They may take a leadership role in your company or elsewhere. But they will credit their career and the successes they have to you.

They will consider you a mentor and someone who may not have gone too far without your guidance. Passing down leadership skills from one person to the next is a special thing.

It's kind of like a parent teaching a child some of life's vital lessons.

Now, it's time to apply these tips that you have learned. If you haven't already adopted your mindset in becoming a better leader, now is the time to get started. It should also be a good idea to clear out any mental blocks and limiting beliefs if you want to make decisions with ease (especially the tough ones).

Being a leader can be a challenge. But you have what it takes to plan, prioritize, execute, communicate with your team, and achieve almost any goal for your business. Don't forget, you are also a leader in your own life as well.

Be sure to use the skills that you have learned to determine the direction in your life. It can also serve you well in your role as a family leader. Whether it's at home or at the office, leveling up your leadership is more than possible.