

Dynamic Leadership

How to Develop, Inspire and Retain an Effective Team

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Dynamic Leadership

Develop – Inspire – Retain



MANAGING VS. LEADING

Manager

A person responsible for controlling or administering all or part of an organization to ensure the goals are met.

Leader

A person who can get others willingly do what needs to be done by empowering, developing and supporting their efforts.



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MANAGING VS. LEADING

Good managers are good leaders	T	F	Not necessarily
Good leaders are good managers	T	F	Not necessarily
Happy team members are productive team members	T	F	Not necessarily
You become a leader when you start acting like a leader	T	F	Not necessarily



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MANAGING VS. LEADING

My success as a Leader is in direct proportion to my ability to provide a clear vision and set goals; and to include, develop, coach, delegate responsibility to, communicate clearly with, motivate, provide performance feedback to and recognize and reward the positive efforts of each person on the team.



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LEADERS PROVIDE A CLEAR VISION

Direction vs. Survival

- A clear **Vision** is not about, “*How do we get there? (the path)*” it is about, “*Where are we trying to get to ? (the destination)*”
- A clear **Vision** identifies the long-term objectives of the organization.
- When the Vision goals are put into a *mission statement*, it defines the *values, purpose* and *identity* of the organization
- A clear **Vision** will guide you in setting meaningful project goals to get you there



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Setting Goals



LEADERS SET CLEAR GOALS

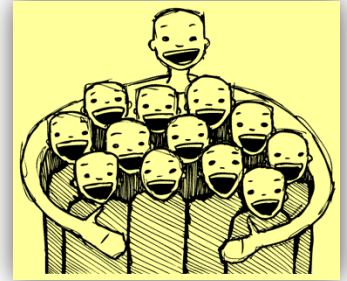
Direction vs. Survival

- Goals define the steps you must take to achieve the Vision.
- Goals should be challenging but realistic, specific and measurable. (*S t r e t c h goals are motivating*)
- Organizational Goals must have consensus.
- Each Goal should be put in writing and reviewed regularly.
- Organization activities should be tied toward achieving goals
 - Activities should outline specific action steps, a detailed timeline, who is responsible and be reviewed regularly



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LEADERS INCLUDE EVERYONE

An effective team is made up of a diverse group of people who understand the goals of the organization, understand their role on the team, and participate in such a way as to help the team achieve the goals.

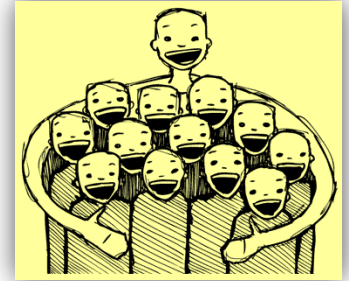
REMEMBER:

- Everyone counts!
- Everyone should be engaged and contributing!
- You are leader of the “*No Team Member Left behind*” program



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LEADERS INCLUDE EVERYONE

- Take a sincere interest in each person's involvement and contribution to the team
- Spend your time with new or uninvolved members
 - Build a personal relationship/understanding
 - Learn his/her background, interests, experience, how he/she learns, short-termed goals, how he/she likes feedback, etc.
 - Ask for his/her opinion, ideas and feelings about the goals projects, activities and direction of the organization
 - Introduce him/her to active members of the team who can serve as a mentor



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LEADERS INVOLVE – DELEGATE – DEVELOP

- Look for a task/responsibility that matches each person's skill, interest and knowledge level
- Meet with the person and communicate your desire for him/her to take on the responsibility
 - Explain what is needed/expected and why you chose him/her to take the assignment
 - Assure your support and gain acceptance of him/her taking the responsibility
 - Provide all information, training and materials as necessary
 - Follow up often and give feedback and encouragement to the person during the learning curve to ensure his/her success



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LEADERS GIVE RECOGNITION FOR POSITIVE EFFORTS

Recognition: *Any timely word or deed towards making someone feel appreciated and valued for who they are and acknowledged for what they have done to support the organization's goals and values.*

- Satisfies the deepest human need and motivates a person
- Communicates to all the behaviors important to the organization
- Encourages other members to get involved and active members to improve their own performance
- Creates a supportive, healthy team environment
- Builds loyalty, improves organizational success and reduces nonattendance
- Helps to attract and retain key people



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LEADERS GIVE RECOGNITION FOR POSITIVE EFFORTS

Recognition needs both **Formal** and **Informal** components.

Formal Recognition

- Structured, scheduled activities or events with specific criteria, which are used to recognize member efforts and accomplishments.

Informal Recognition

- Timely, specific, sincere acknowledgment of a person's accomplishments through personal feedback and/or appreciation
 1. Identify an opportunity to give recognition
 2. Address the person by name.
 3. Describe the specific behavior being recognized as immediately as possible
 4. Describe the positive impact on you and on the organization



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LEADERS GIVE RECOGNITION FOR POSITIVE EFFORTS

Recognition needs both **Formal** and **Informal** components.

Tips to remember:

- Recognize all levels in the organization
- Keep member recognition fresh, timely, specific, sincere, creative and frequent
- Use different mediums: Verbal, Email (cc'd), Newsletter, Gift, etc.
- DON'T FORGET GROUP RECOGNITION!



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LEADERS COMMUNICATE RELENTLESSLY

- Keep all members informed about the current state of activities and each of the organizations projects
- Continue to communicate the vision and all progress being made toward the goals of the organization
- Give honest assessments concerning challenges and problems facing the organization
- Facilitate ongoing discussions with all members about their concerns, ideas and input about the organizations goals, activities and direction



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LEADERS PROVIDE C-A-P-T-A-I-N-S LEADERSHIP

Coach members to be successful

Analyze and assess processes and progress

Plan and prioritize the organizations goals

Teach needed skills and competencies

Assign challenging work to members and give recognition

Involve everyone in the organizations success

Need to receive and provide feedback

Share power, knowledge and workload evenly





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