

# 10 TIPS ON: LEADERSHIP

As a leader you have the opportunity to inspire and motivate, and this is exactly what you must do, but how? What you do and how you act will shape the way that your team works. Embrace your role and give your team a great role model to aspire to. That doesn't mean being the loudest or most charismatic, but someone who listens to their concerns and values their ideas. Your positivity and enthusiasm can filter through to every member of your team.

- 1. What sort of leader are you?** – What sort of leader are you? Whether you're naturally authoritarian, paternalistic, maternal, democratic or visionary, you'll need to be flexible. Good leaders understand what their natural leadership style is and use it to their advantage, but they are also able to switch to different styles when the situation demands it. Know your strengths and work on developing alternative styles.
- 2. Creativity is the key** – Let your employees know that you are open to new ideas and encourage them to find new ways of achieving their goals. Empowering them to develop their ideas can lead to better motivated, committed, productive staff. Take an interest in their ideas and give constructive feedback.
- 3. Do as I do** – Become a role model for your team. Practice what you preach. When you arrive on time, so will they. When you set the tone for the way people should act, your team will follow.
- 4. Wear your heart on your sleeve** – Share your passion and enthusiasm with your team. When you believe in what you do and can demonstrate that, others will believe in it too. Let them know why you are passionate and reiterate your beliefs to engage and inspire those around you.
- 5. Be seen to be listening** – All great leaders know how to communicate and they understand that communication is a two-way street. Leaders generally don't struggle with making themselves heard and getting their point across but they can neglect the importance of listening. Not only should you want to hear what your team have to say but you also show them that you care.

- 6. Stay positive** – Positivity is infectious and when it comes from the top it'll flow through the company. People want to work in an upbeat environment not because it's more relaxed but because it's more motivating when failures are seen as learning opportunities.
- 7. Keep your door open** – Encourage everyone to contribute. You might find that you'll have to press some members of staff to speak up but let them know that you want to know their opinions. Make it clear that your door is always open to staff and that you're happy to discuss any work issue with them.
- 8. Keep them motivate** – Everyone is motivated in different way. Good leaders identify those motivations and use them to improve the productivity of their team. You will need to be flexible and personal when motivating people but they will appreciate it when you get it right and the business will benefit.
- 9. What a great job!** – Offer rewards and public recognition for efforts and achievements. For some this the best motivation they can receive while for others it will be at the very least a confidence boost and an encouragement for future efforts. You don't need to hand out certificates in the canteen but simple praise your employees in everyday situations.
- 10. With friends like these** – No matter how successful you or the business is, you need to keep on trying new things. Innovation and new ideas stop things stagnating and stop people accepting the status quo. You want to develop a creative, innovative culture, so lead from the front. When you try new things it sends a message to everyone that this is what we do.