



CAN LEADERSHIP HELP YOUR CAREER?

We want to grab your attention to this article on leadership. It not only is interesting, but also has loads about leadership. In Part One, I described the Leadership Talk and how it is a much more effective leadership tool than presentations or speeches. I also described two fundamental premises that the Leadership Talk is based on. In Part Two, I will show you the purpose of the Leadership Talk. You won't be able to give a Leadership Talk effectively on a consistent basis if you misunderstand its purpose. Do not judge a book by its cover; so don't just scan through this matter on leadership. read it thoroughly to judge its value and importance. The Leadership Talk doesn't drive purpose. Purpose drives the Leadership Talk. There is one and only one purpose of the Leadership Talk: that's to motivate people to be your cause leaders in meeting the challenges you face. This is important in understanding the difference between Leadership Talks and presentations/speeches. You're a leader. You have a task to complete. Do you want the people you lead to simply do the task? Or do you want those people to actually take leadership of accomplishing the task? For the difference between doing and leading in terms of accomplishment is stock car and a formula 1 racer. Clearly, you can order them to accomplish the task; and if you're in a position of authority, they will most likely carry out the order. But they might not do it with full commitment. Or they may resent being ordered. Or they may be inclined to do nothing unless ordered, and so after accomplishing the task, they do little else but wait for the next order. It may take some time to comprehend the matter on leadership that we have listed here. However, it is only through it's complete comprehension would you get the right picture of leadership. However, their committing to take leadership involves your establishing a special relationship with them. For instance, going back to the example I used in Part One, if one is a floor sweeper, one does the best floor sweeping, not simply by doing it but by taking leadership of floor sweeping. Such leadership might entail: taking the initiative to order and manage supplies; evaluating the job results and raising those results to ever higher levels; having floor sweeping be an integral part of the general cleaning policy; hiring, training, developing other floor sweepers; instilling a "floor sweeping esprit" that can be manifested in training; special uniforms and insignias; behavior, etc.; setting floor sweeping strategy and goals. We hope you develop a better understanding of leadership on completion of this article on leadership. Only if the article is understood is it's benefit reached. Otherwise, in a "doing" mode, one simply pushes a broom. You may say, "Listen, Brent, a job is a job is a job. This leadership thing is making too much of not much!" Could be. But my point is that applying leadership to a task changes the expectations of the task. It even changes the task itself. Think of it, when we ourselves are challenged to lead and not simply do, our world is, I submit, changed. Furthermore, though you may order people to do a job, you can't order anybody to take leadership of it. It's their choice whether they take it or not. After many hopeless endeavors to produce something worthwhile on leadership, this is what we have come up with. We are very hopeful about this! The completion of this article on leadership was our prerogative since the past one month. However, we completed it within a matter of fifteen days! This is where the Leadership Talk comes in. Using it, you set up the environment in which they make that choice. The Leadership Talk is not only the most important way to get cause leaders; it is the only way to get them on a consistent basis. So what is your verdict on this composition on leadership? Are there anymore unanswered questions about leadership in your mind?

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