

How to LEAD The Way and Make a Difference!

Put An End To The Race!

Presented by Cassandra Isley
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Today's pressures...

Create a
DOWNWARD SPIRAL
in the wrong direction.

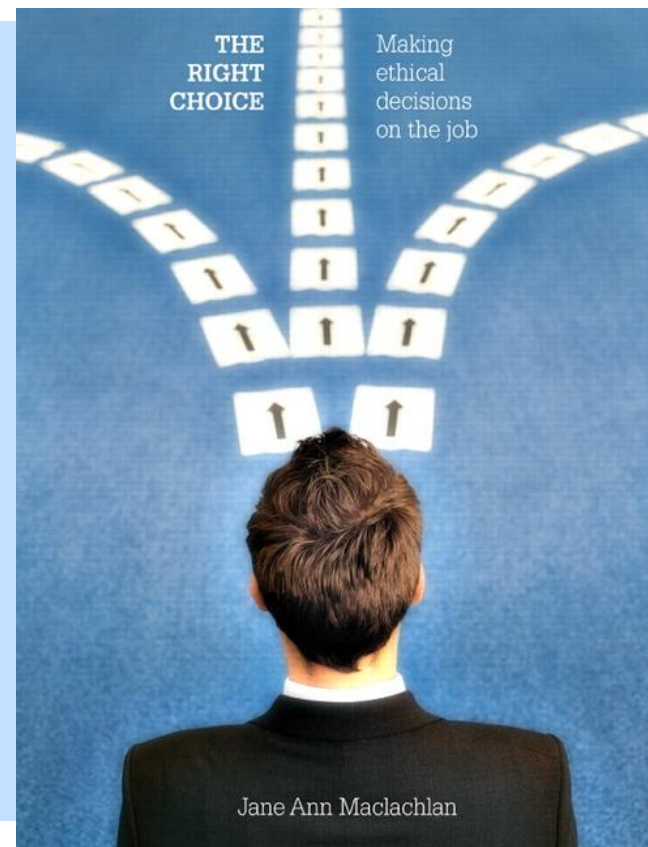
Can you relate?



People & Organizations are..... **PRODUCTS** of their **CHOICES.**

**Powerful Tool
to utilize.**

***It is within
OUR control.***



**Right Choices will LEAD the way
towards a successful outcome!**

Leading Choices that will BUILD

- ✓ **Brand Value**
- ✓ **Reputation**
- ✓ **Business**



**Choices that will separate the Leaders
from the left behind.**

Critical component of being a **LEADER**.

“Walk your Talk”



LEADING the way!

CHOICES  **ACTIONS**  **REPUTATION**

What is Leadership?

An organizational role that involves,



- (1) Establishing a clear vision,
- (2) Sharing and communicating that vision with others so that they will follow willingly,
- (3) Providing the information, knowledge, and methods to realize that vision,
- (4) Coordinating and balancing the conflicting interests of all members or stakeholders.

www.businessdictionary.com

WOW!

Stressful Conditions *Block the Vision.*



Which way do we go?

**A Clear Vision of your
future path starts with....**



Defining who you are.

Defining Your Character.

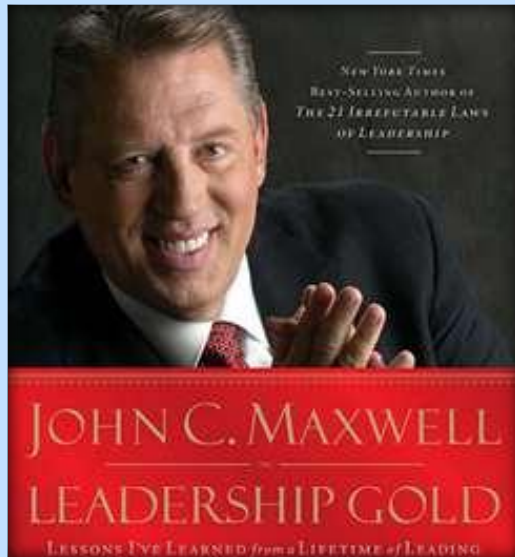
WHO
AM I?

What is your driving force?

Name one (1) thing in your professional career that motivates you?



From the mouth of John C. Maxwell,



**“A leader is one that
knows the way,
goes the way,
and
shows the way.”**

Who is your Inspiring Leader?

Great Leaders Value People

They Make A Difference

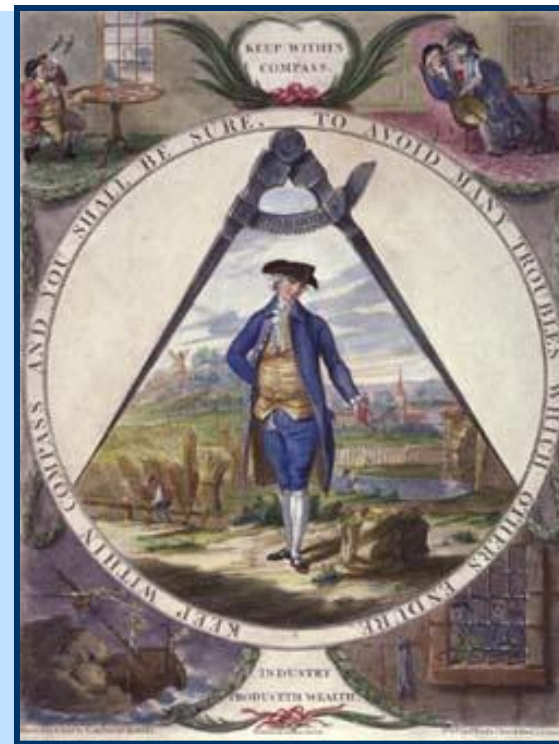
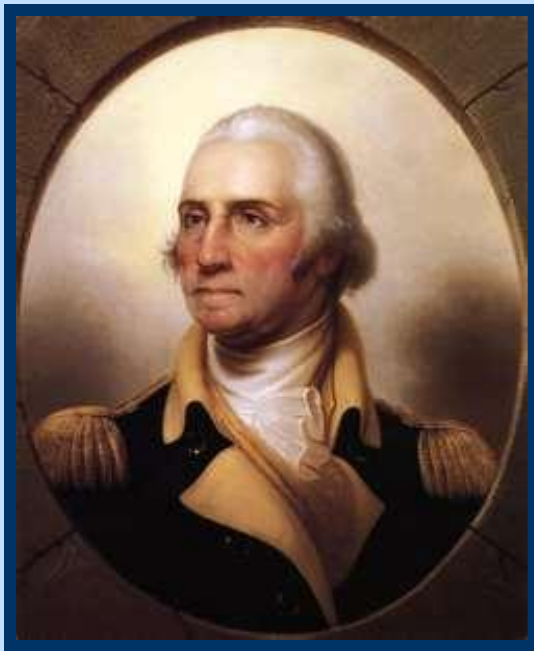


Ursula Burns,
Chairman and
Chief Executive
Officer, Xerox



Great Leaders Value Civility

Good ol' George



*Rules of Civility & Decent Behavior
In Company and Conversation.*

Do You Have A Clear Understanding of



- Who you are?
 - What you do?
 - Why you do it?
 - For whom? stakeholders?
-
- What makes you unique from everyone else?
 - What is your vision, mission, purpose?



To LEAD THE WAY you must be able to clearly articulate this.

Personal Business Journal

( - www.mindjet.com)

Brainstorm

Ongoing

Career Goals

- ▶ What motivates me? Hobbies and interests?
- ▶ What skills do I have that add value to the position? to the profession? What are my strengths and weaknesses?
- ▶ How can I utilize my strengths to be a leader in my field? to be different from others in the profession?
- ▶ What accomplishments have I done well in the past and enjoyed?
- ▶ How can I build my brand value? What is my niche? What makes me unique?
- ▶ Where do I see myself in 5, 10, 15 years from now?
- ▶ What do I need to do in order to reach my career goals?

Inquisitive Thinking

"Inquisitive minds want to know.....WHY?"

Continually ask WHY??

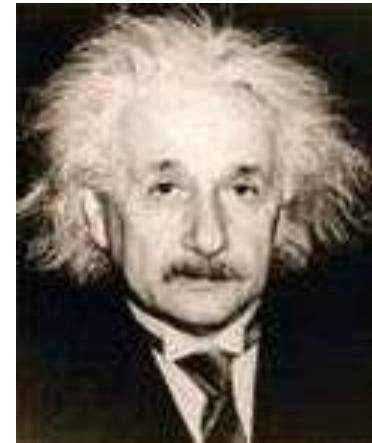
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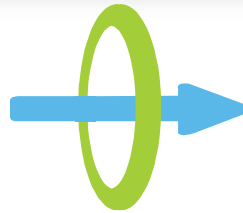
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Asking Why leads to



Which leads to



**Don't be your
worst enemy!**

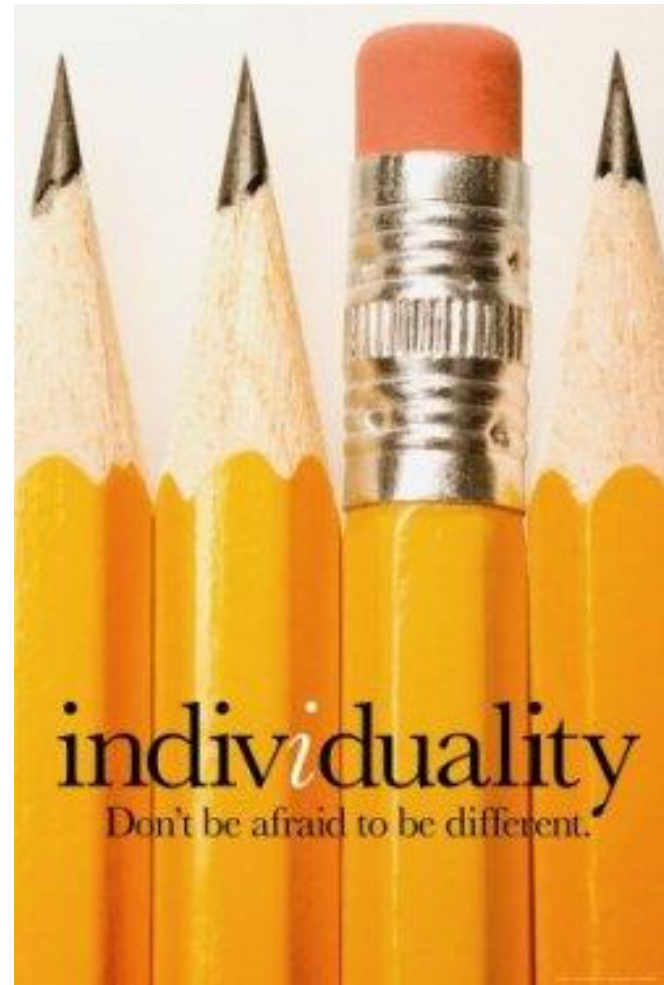


Get out of the Comfort Zone

Put an end to the
Gelatin-Mold
Mentality



Yuckola!



**When All Is In Place.....
Share with a Trusted Source.**



Get Out There

but be smart about it!

- *Visibility & Awareness*
- *Building Lasting Relationships*
 - *Strategic*



SMART, SELECTIVE, & STRATEGIC



Break down
SELF-CREATED BARRIERS!

Go into the
UNTOUCHABLE ZONE

SMART, SELECTIVE, & STRATEGIC

Do Your Homework!

Research

(Goggle Crazy)

Research





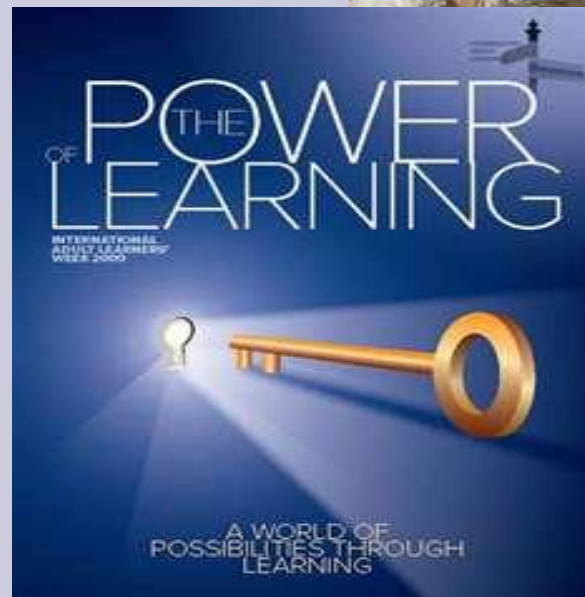
Research Your Own Profession

- Know everything there is about your selling product – history, emotional ties, fair market value, current supply & demand.
- Research the type of audience attracted to your selling product.
- Research the local area – the history of how those types of merchandise have sold, successful? *If not, figure out why.*



Homework – To Keep Learning. Knowledge Is Power!

Don't
Become
Stagnant!

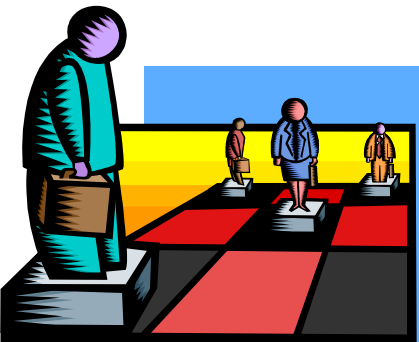


When Education Stops', Development Plateaus.

- **Stay on top of the “latest & greatest”** –
Social Media, Newspaper, State-of-the-Art Equipment.
 - **Mentors** –
Hang out with people that are smarter than you!
 - **Innovation** –
Be different from everyone else.
 - **Always ask “why”.**
 - **Learn from your mistakes.**
 - **Continuing Education** –
Books, Magazines, Internet, Formal Education



SMART, SELECTIVE, & STRATEGIZE



Networking

Time is Money....Utilize it Wisely.

- **Associations – How many?**
- **Become ACTIVE – Committees/Boards.**
- **Take advantage of those Member Directories.**
 - **Raise your hand up – Volunteer!**
 - **LinkedIn can open the doors.**

SMART, SELECTIVE, & STRATEGIC

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Don't Blend In
With the Masses



SMART, SELECTIVE, & STRATEGIC

5

Diversify!

Less to Lose – More to Gain



Taking Ownership with a Valued Purpose!



Everyone can be a leader!
From the Janitor to the CEO



“Here’s lookin’ at you kid.”

**“A leader has the vision and conviction that
a dream can be achieved.**

**He inspires the power and energy
to get it done.”**

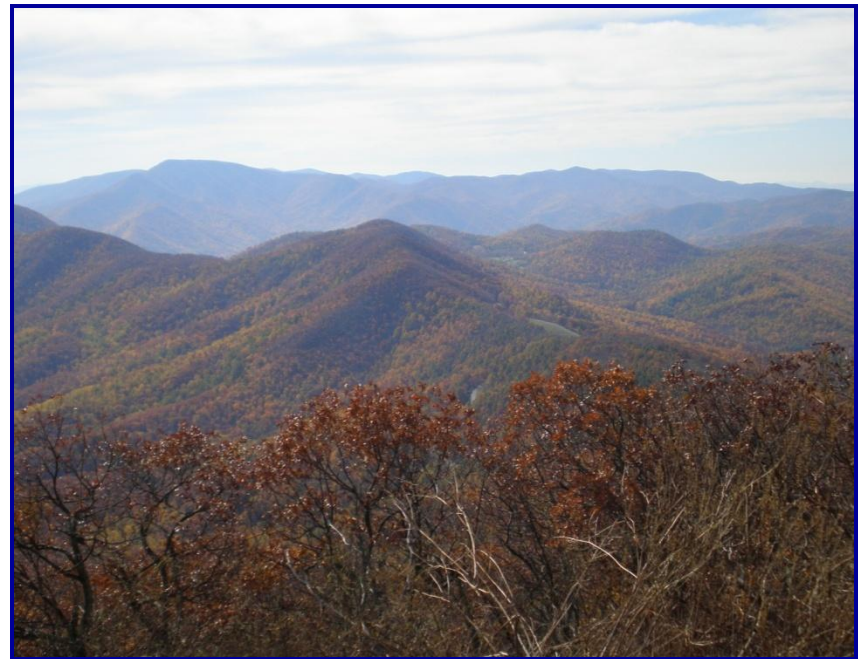
~ Ralph Lauren



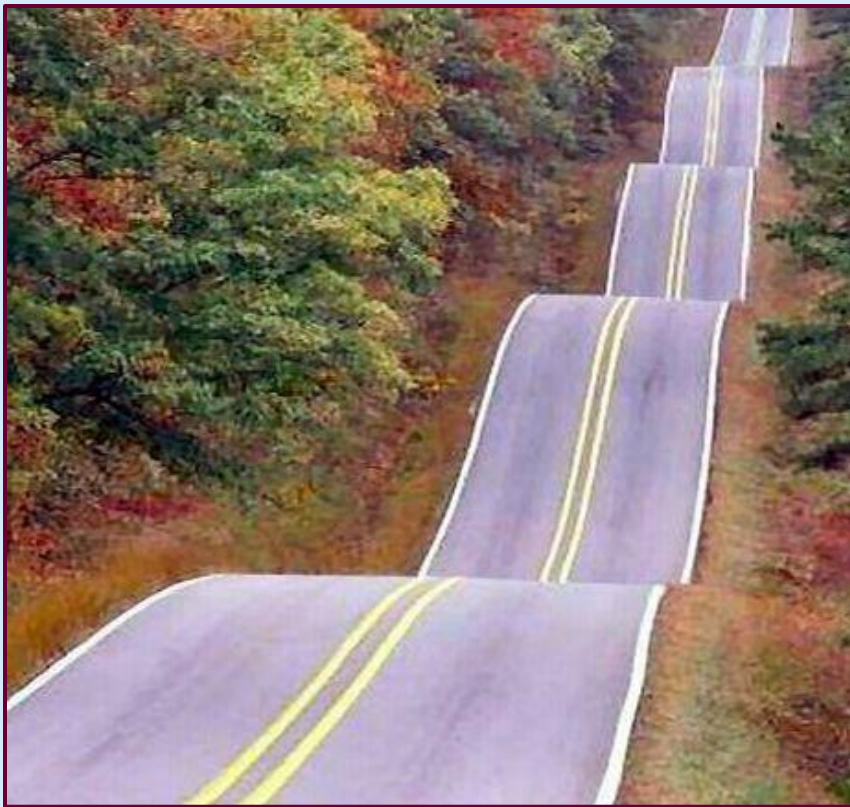
Don't fall short at the very end.



TAKE TIME FOR YOURSELF!



To Guide Us During the Up and Down Times at Work...



Business Journal

- Align
- Focus
- Stay on Track

Where A Journal Can Lead You



“A set of values and guiding principles and a pursuit of excellence can put you in a position to succeed even in the toughest times.”



Resources

- 1) Material and Templates from Authentic Principles Consulting, LLC., All rights reserved. Copyright 2012.
- 2) John H. Ostdick. *Heart of the Brand*. SUCCESS Magazine, April 2011 Issue, page 50.
- 3) Stephen Covey. *The Speed of Trust*. Copyright 2006 by CoveyLink, LLC., page 42.
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