

How You Can be a Great Leader

1.) Quick Quote to Consider

"In the old culture, managers got their power from secret knowledge: profit margins, market share, and all that. In the new culture, the role of a leader is to express a vision, get buy-in, and implement it." Jack Welch, formerly CEO of GE

2.) Article Excerpt on Building Individual Learning

Success magazine just published an interesting article in its April edition entitled "How You Can Be a GREAT LEADER" Success interviewed executives from various fields to find out what they do to be great leaders and what advice they have for others who are striving to become more effective leaders.

We'd like to share with you an excerpt from Success's leadership article. Here are a few of the highly successful executives interviewed with their "sound bites" on being great leaders.

Scott McNealy, Chairman and CEO, Sun Microsystems

RISE AND SHINE: McNealy's vision for his company is to level the playing field of his industry, so everyone can be productive.

Oprah Winfrey

BE O-POSITIVE: Oprah has redefined positive thinking into "The Power of Positive Action."

Michael Jones, President & CEO, Phonak, Hearing-aid manufacturer

PUT THE "QUALITY" IN EQUALITY: Jones believes in de-emphasizing hierarch. Treat all employees with respect and have a collaborative atmosphere.

Lee Iacocca, Head of E-Bike

BE A BIG TIME WHEELER-DEALER: "Parlay your people; Know what you want; Play your best odds."

William Frank, Founder & President, The Curtiss Group

SEE YOURSELF AS OTHERS SEE YOU: "Rules for leadership are the same in business as in personal life: Be consistent, fair and firm."

Cynthia Trudell, President, Saturn division of GM & GM Vice President

DRIVE THE VISION: "Listen and lead; build the greatest team; visualize success."

Andrea Jung, CEO & President, Avon

GET THE BEST ADVICE: "Seek advice from the best leaders available to you."

Charles Schwab, Co-CEO, The Charles Schwab Corporation

BE STREET SMART: Always looking for new ways to help his customers shape their own financial future, Schwab led his staff to create an online presence so customers could

conduct their own trades and research over the Web. He named his online investment program "Street Smart." Pretty smart!

Martha Stewart

SELL THE DREAM: Stewart sells everything she dreams. Plus she works. Hard. She has extremely high standards of herself and her staff. "It's a good thing."

Bob McDonald, Founder, The Highlands Program Training & development firm
KNOW THYSELF — AND YOUR PEOPLE: "Great leaders find out what their own natural talents are and use them. They know best how to use not only his or her own talents, but those of the rest of the organization as well."

Matthew Szulik, CEO & President, Red Hat Software company, Distributes Linux operating system
BE RED-Y FOR ANYTHING: Szulik leads by example and expects others to follow his lead. He works harder than anyone else in his company yet remains approachable to all of his employees.

Andy Grove, Former CEO, Intel
EMBRACE CHANGE: Grove believes a company needs to change before it even looks like there's trouble ahead.

Michael Dell

Bill Gates

Steve Case

ADAPT TO CHANGE, CREATE IT, ADOPT IT AND EMBRACE IT: What do Dell, Gates and Case have in common? They all believe in fast change, bold and dramatic moves and are sometimes even paranoia. They not only adapt to change, they create it, adopt it and embrace it.

Kenneth Chenault, CEO, American Express
BE A NICE TOUGH GUY: Known as a change agent, Chenault wins loyalty with his those who work for him because of his steady advocacy of dramatic changes that have been a major part in Amex's turnaround. But in all the pushing, colleagues say he remained warm and approachable.

Christos Cotsakos, Chairman, E*Trade
Think Inside The Cube — If That's What It Takes: Turns out Cotsakos's office is a cubicle that's just like all the other employees' cubes. His motivation is not money. "My dream was always to build something that could change the way people do things," he explains.

Each of these executives have discovered his or her own way of being a stellar leader that has brought them tremendous success. No matter what your current position or the type or size of your organization, you can learn from these experts.

What two or three ideas have inspired you to become an even more successful leader? We challenge you to begin incorporating these new ways of being into your everyday work life for a minimum of three months.

Give us some feedback. We'd love to hear your success stories or challenges you're facing.

Next month we'll give you an opportunity to test your ability to be a great leader and give you Jack Welch's 6 rules for successful leadership.

3.) Retaining you most talented employees

Northwood Consulting, Ltd. can help you with developing the talents of your star employees. Whether it's improving communication, creative thinking or problem-solving, learning how to manage conflict, or developing leadership abilities! We are committed to making profound differences in people's professional and personal lives through one-on-one or team coaching and customized workshops.