

HOW TO BE A SUCCESSFUL LEADER

- 1. Lead from the front.** Real leadership means leading yourself. It's all too easy to pass out orders – but true leaders provide a genuine example to others by knowing how to focus and motivate themselves.
- 2. Presentation is crucial.** Even when addressing large groups of people, talk to them as individuals and make them feel valued and understood.
- 3. Don't dwell on failures or unfavourable opinions.** Use failure as a stepping-stone. Successful leaders take risks and express opinions. When they fail – and they will – the successful person acknowledges that the failure happened, tries to think of why it occurred and forgets about it.
- 4. Celebrate success.** Good performance requires genuine appreciation. If you're going to hand out praise – and really mean it – it should be augmented with tangible rewards.
- 5. Champion openness in the organisation.** Don't rely too much on “what always works”. The successful leader realises that there are always ways to do things better.
- 6. Encourage innovation.** Guide your staff but don't implement more parameters than you have to. An atmosphere of creativity is unlikely to flourish under a restrictive atmosphere.
- 7. Take time to listen to individuals.** Take an interest in the difficulties your people face at work. Don't be invisible.
- 8. Do as you would be done by.** Be honest, truthful and dependable. Treat people well and they will go that extra mile for you.
- 9. Exploit the power of face-to-face communication.** It's the best way to inspire, motivate and reassure.
- 10. From time to time – be unreasonable but never nasty. Don't expect perfection – but insist that people do as much – and as well as – they can.**