Ep 67: How Well are you Practicing Vigilant Leadership

Reflecting to grow your proficiency in leadership

- Have you established a philosophy for success?
  - This teaches "how" you want your team to do the work. Being focused on numbers indicates how healthy the business is, but there's another key factor of business success. Developing emotional connections with your clients, customers, consumers.
  - In defining your emotional connections, you are defining how you want your clients, customers, consumers to FEEL as a result of engaging with you. This is how your business grows in credibility and reputation and how it spreads via WOM (word of mouth). This is a key driver in differentiating yourself in the industry and getting more people to choose you more often.
  - This becomes the foundation for how you establish culture. It is important to establish your philosophy through a succinct statement that everyone can remember (through operating principles that better define it), launch it and live it.
- Are you creating space for growth?
  - Everyone should have a growth and development plan. If helps your employees prioritize their work, understand what is expected of them in order to move up and helps them see where they fit in the overall vision for the business.
  - Do you trust your team to grow in their capacity to make good decisions and deliver quality work that you don't have to micro-manage? Could your team operate without you? This means taking the time to teach and encourage your team to think autonomously. This diversity of thought can help overcome the real external challenges we are facing today.
  - Leaders struggle here as their people are "out-of-sight" and they can't keep an eye on them and obsess about whether they are "working". We always coach "who cares as long as they are delivering according to expectations". They are showing up when they are supposed to, delivering quality work on time, and accessible when needed. If they aren't, you need to reset expectations.
- Are you working too much in your business versus on our business?
  - With workforces getting lean, people being sick/ caring for the sick, managing virtual school, etc, you may have jumped back in your business out of necessity.
  - We revert back to being a doer and doing tangible activities that made us feel productive. Is it time to get out of the weeds? Time to rethink your team structure? Time to give back more control to your team? If you aren't working ON your business, who is?
  - Here are 3 actions we are seeing leaders implement to extricate themselves from the weeds and work ON their business:
    - Hire part-time help.
    - Hire a project manager.
    - Extend deadlines.
- How self-aware are you?
  - How well are you living your personal brand? This is about understanding how your characteristics and appearance are manifesting themselves into behaviors and actions that may or may not be moving your towards your goals We have several episodes on personal brand if you need a refresher.
  - In times of stress and anxiety, which we all have faced over the last year, sometimes our characteristics can manifest themselves into B&A that are not aligned with our personal brand.

Areas to address immediately are:

1._____

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2._____

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3._____

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Action Plan:

Action	Timing	Progress	Complete

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