

# LEADERSHIP AND MOTIVATION



## INTRODUCTION

### Key Takeaways

- › Reflect on the seven steps of a successful leadership model:
  - › Empower the vision
  - › Live the values
  - › Engage and motivate others
  - › Go beyond the conventional
  - › Lead from the front
  - › Lead from the center
  - › Get the job done
- › Define the target audience and the channels in which you engage with them
- › Assess your communication strategy once every quarter
- › Set out exactly what you're trying to communicate, to whom and how

### Questions to Consider:

- › Who will be on your family council, and who w

Effective leadership throughout the execution phase will require the full complement of leadership skills- setting an example of dedication, demonstrating proper values, communicating effectively, setting targets, working with internal and external constituencies, and providing central guidance to the process. Strategy programs require both visible leadership- action-oriented leadership from the front- and supportive leadership from behind the scenes to ensure the best outcome.

There are seven steps in a successful leadership model:

- › Empower the vision
- › Live the values
- › Engage and motivate individuals
- › Go beyond the conventional
- › Lead from the front
- › Lead from the center
- › Get the job done

The highest performance is only possible if hearts and minds are fully captured by the vision, the strategy, the plan of action, and the leader himself or herself. This outcome also requires continual and effective communication.

## Guidance

The seventh and final stage, and the final strategic process is about leadership, communication, and motivation. Leadership is effective when it plays to soft issues, such as empowering the vision, living the values, engaging and motivating individuals, communicating to all stakeholders, and finding creative solutions. Effective leadership requires understanding the past and moving on from it. The leadership model goes beyond just one person and involves a senior team leading the organisation. Leadership is at its heart about personal relationships, and effective leadership sets clear expectations, encourages people to work towards them, and provides feedback. Leadership highlights what is unacceptable, provides new baselines, and works towards achieving them.

Assessing performance and taking corrective action is a critical part of effective leadership. At this final stage, be sure to document accomplishments, assess performance, and take corrective action. Assess what is being undertaken, make sure you have a clear understanding of what progress is or isn't being made, and make adjustments accordingly. When communicating, be sure you know exactly to whom you are communicating and how. It is vital to communicate effectively to have a successful strategy.

Once communication, changes being made, measuring processes, and results are well understood, the implementation plan can be put forward and last for years. As the implementation plan itself may take years to accomplish, it is vital that as many aspects can be understood as possible, and that people involved in

the plan remain motivated. If this is successful, the energy of a positive strategic implementation can lead to a strong foundation for the new era.