

Emerson Project Incites: Ideas and Inspiration for Leaders

Welcome to the second edition of 'Incites'. Thank you in advance for passing this along to anyone interested in educating leaders whether this be insights for your children, your staff or for yourself. This newsletter is in three parts; hindsight, insight and foresight. Enjoy!

Hindsight

- ✚ **Always be ready to praise.** Have some blank cards handy to send to people whenever you receive good service or meet a friendly person. Handwrite something personal and you will make their day.
- ✚ **Teach them right.** When your teenager is ready to start driving invest in a good driving school, at least at first. Most people who have been driving a few years develop poor driving habits. For the greater part they are unaware of this. Once your teenager has mastered the rules, they will be telling you how to drive.
- ✚ **Selling the invisible.** When selling an intangible, such as a service, create word pictures of the benefits so as to place your buyer in the situation.
- ✚ **Read widely.** If you read books outside your area of expertise you will often find information related in ways you would never normally think about. This a terrific way of broadening your knowledge base.
- ✚ **Invite someone to lunch.** You will learn more from someone who is doing what you want to do and doing it well than you will from any book, seminar or tape series. These people can save you a great deal of pain by pointing out where the road blocks are and how to avoid them. They can also give you short cuts that were beyond your current level of thinking.

Insight

Leaders Navigating the Future – Part 1

Predicting the future is not only folly, it is spurious. The Ancient Arabs had it right when they said “Any man that predicts the future is a liar, even if he is right”. Leaders should not predict the future they should only seek to give guidance. Such guidance comes through an understanding of the present so that one can make informed future choices. It all begins with the fundamental question “Where to from here?” Historically guideposts have answered that question in the physical landscape, it is with that in mind that the following guideposts will serve you in the metaphorical terrain. Here are the first three guideposts with another four given in the next newsletter.

Guidepost #1 Know your currency. Yes, we are on the wash of the third wave. The information age. Internet in every office, cellular phone in every ear and computer in every pocket. Its technology gone mad! Technological change is rampant, but the eternal human conditions of fear and desire, love and hate, truth and deception remain forever the currency of human interaction. These are the things our people need to understand.

Guidepost #2 Attention depravity. Ever increasing demands are made on this our most precious resource; our attention. Advertisers vi for it at a rate of some 2,000 advertising messages a day. Email, fliers, posters, pod-casts, TV, radio, labels, websites, billboards and presentations all bombard us with their relentless messages. Right now our attention is given, albeit not without resistance, but paradoxically, freely. In the future we may be able to sell it. Therefore we need to teach how to 'pay' attention wisely.

Guidepost #3 Malicious intent. When information abounds, so to does misinformation. How does one know the difference between truth and deception? Once again we must rely on a more primal, innate guide, namely our intuition. Only our intuition can offer protection against that most dangerous of all individuals: the articulate incompetent; the convincing, the persuasive and ultimately individual. You and your followers must be educated into the skills of listening to intuition.

Next week ... sign post 4 to 7.

Foresight

Watching the Leader

No matter what level of leadership you have attained, by virtue of the fact that you are a leader, then you will be watched. Leaders are watched very carefully. Because of this leaderships is not a basket of skills, rather it is the beliefs and values you hold and how you express them on a moment to moment basis. The more faithful and congruent you are to the values you espouse the more inspiring and more compelling will be your leadership. It is the quiet effective leader who lives the values they communicate who motivate their follow-ship. There is no substitute for this. This allows for the leadership to be dispersed. What I mean by this is that these behaviours, values and attitudes will disseminate throughout the group, whether a family, a small organization or a large corporation. The challenge is that the 'value and ethics' part of leadership is seen as the soft stuff, in reality it indispensable in continuously growing and vibrant group. Ethical leadership, that is, leadership that is congruent with beliefs is the new challenge for effective leadership.

About the author

Terry has built numerous businesses, he understands how to help people be their best and what it takes to lead a company to success and profitably. He cuts right to the core issues that are important to you and shows your people what works, what doesn't and why. He artfully blends content-rich presentations with an entertaining and motivating style that inspires, motivates and leads people to action. When Terry presents you learn in an enjoyable and fun way while learning practical, immediately applicable skills that impact your bottom line. Your people will gain a fresh perspective from real-world material for real-world results.

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