BASIC PRINCIPLES FOR
SUCCESSFUL GROWTH & LEADERSHIP
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WHAT WILL WE LEARN?

- Four primary leadership roles/responsibilities
- Leadership vs management debate
- Importance of vision in leadership
- Effective leadership styles
- Customer Service leadership
LET’S TALK MOTIVATION!

Super Hero Strength

What motivates you to give your best performance?
What have you contributed to your self-development in the last year?
What have you deposited in your ‘bucket’?
LEADER VERSUS MANAGER

The main difference between managers and leaders is the way the two styles motivate people and teams to achieve objectives.

**LEADERS** set the goals and new direction, challenging the status quo. They are visionaries and spearhead the team, motivating and leading them to reach this new direction.

**MANAGERS** on the other hand maintain the status quo, specializing on conformance to the standard, and managing teams and individuals around these boundaries that have been set, organizing and directing to achieve the task.
Grace Murray Hopper an American computer programmer and inventor, wrote:

“You manage things; you lead people”
<table>
<thead>
<tr>
<th>Subject</th>
<th>Manager</th>
<th>Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make up of role</td>
<td>Stability</td>
<td>Change</td>
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<tr>
<td>Decision making</td>
<td>Makes</td>
<td>Facilitates</td>
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<tr>
<td>Approach</td>
<td>Plans detail around constraints</td>
<td>Sets and leads direction</td>
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<tr>
<td>Vision</td>
<td>Short-term – today</td>
<td>Long-term - horizon</td>
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<tr>
<td>Control</td>
<td>Formal influence</td>
<td>Personal charm</td>
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<tr>
<td>Appeals to</td>
<td>The head</td>
<td>The heart</td>
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<tr>
<td>Culture</td>
<td>Endorses</td>
<td>Changes</td>
</tr>
<tr>
<td>Action</td>
<td>Reactive</td>
<td>Proactive</td>
</tr>
<tr>
<td>Risk</td>
<td>Minimizes</td>
<td>Takes</td>
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<tr>
<td>Rules</td>
<td>Makes</td>
<td>Breaks</td>
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<tr>
<td>Direction</td>
<td>Existing direction/keeps status quo</td>
<td>New direction/challenge norm</td>
</tr>
<tr>
<td>Value</td>
<td>Results</td>
<td>Achievement</td>
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<tr>
<td>Concern</td>
<td>Doing the thing right</td>
<td>Doing the right thing</td>
</tr>
<tr>
<td>Focus</td>
<td>Managing work</td>
<td>Leading people</td>
</tr>
<tr>
<td>Human Resource</td>
<td>Subordinates</td>
<td>Followers</td>
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Do you LEAD or do you MANAGE?
Be the kind of leader that you would follow.
LEADERSHIP STYLES
LEADERSHIP STYLES

- Transformational Leadership
  - Inspire and influence employees to improve/change
  - Examples:
    - Walt Disney
    - Mahatma Gandhi

- Charismatic Leadership
  - Use personal charm to lead and inspire
  - Examples:
    - Winston Churchill
    - Ronald Reagan
LEADERSHIP STYLES

- **Participative (Democratic) Leadership**
  - Leaders ask for input and advice from all team members involved
  - Examples:
    - Sergey Brin & Larry Page
    - Bill Gates

- **Laissez-Faire Leadership**
  - Leaders are hands-off and allow groups to make all decisions
  - Examples:
    - Warren Buffett
    - Andrew Mellon
LEADERSHIP STYLES

- **Transactional Leadership**
  - Incorporates rewards and punishments into every day work life
  - Examples:
    - Norman Schwarzkopf
    - Vince Lombardi

- **Autocratic Leadership**
  - Individual control over all decisions with very little input from the group
  - Examples:
    - Martha Stewart
LEADERSHIP STYLES

- **Situational Leadership**
  - The leaders must adjust their style to fit the development of the followers
  - Example:
    - General Dwight Eisenhower
    - Pat Summitt

- **Servant Leadership**
  - The leader focuses on the needs of others, before they consider their own and build a sense of community
  - Examples:
    - Martin Luther King, Jr.
    - Herb Kelleher
DEVELOPING YOUR STYLE

- Consider your values
- Know your personality traits
- Validate strengths and recognize your weaknesses
- Learn from, don’t emulate
- Get feedback
- Give yourself time
- Keep learning
- Be true to you

Become the kind of leader that people would follow voluntarily; even if you had no title or position.

—Brian Tracy
Does your LEADERSHIP style need to change?
THE 8 PRINCIPLES OF CUSTOMER DELIGHT

Delighting customers is about more than just meeting their needs in the moment. It’s about building authentic relationships that stand the test of time.
CUSTOMER SERVICE LEADERSHIP

✓ Always Be Timely
✓ Always Listen to Your Customers…
✓ …But give them what they need (not always what they want)
✓ Give Customers Little Things When They Don’t Expect It

✓ Give Customers a Point of Contact
✓ Give Customers Space
✓ Have Policies, But Always Be Flexible …
✓ Tell Your Customers How You Will Help Them
MAKING THE PROMISES A REALITY

- Decide to create the culture
- Hire the right people
- Coach them
- Inspire them
- Empower them
“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

Jeff Bezos, CEO Amazon.com
Where are you now?
Where do you want to be?
What’s stopping you?
“Leadership is about growth – for yourself, your relationships, your productivity, and your people. To lead well, you must embrace your need for continual improvement…. You must know where you are to know where you’re going.” ~ John Maxwell
Thank you for participating!

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