

LEADERSHIP



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This eBook is part of
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from the gold-medal, award-winning book:



**HOW TO OUT-THINK AND
OUT-PERFORM THE COMPETITION**

Connie Podesta • Jean Gatz

- 1. LEADERSHIP**
- 2. CHANGE**
- 3. SUCCESSFUL CHOICES**
- 4. STRENGTHS**
- 5. ATTITUDE**
- 6. RELATIONSHIPS**
- 7. BALANCE**
- 8. ADDED VALUE**
- 9. EXCEED EXPECTATIONS**
- 10. PERFORMANCE**

The **role** of a leader
ISN'T DEFINED BY A
TITLE OR CORNER OFFICE.

Leadership is reflected in the way
YOU DECIDE TO LIVE YOUR LIFE.

Shakespeare had it right when he said,

“All the world’s a stage,”

because **EVERY PERSON YOU**
meet, know and **communicate with** is your

“audience.”

A LEADER

is any person who, in some way,

influences

ANOTHER PERSON'S **THOUGHTS,**
ATTITUDES OR **BEHAVIORS.**

The **choices** you make, what you say
and

THE WAY YOU **ACT** AND **REACT**

are based on your personality, beliefs and character.

You have the **ABILITY TO INFLUENCE** the

thoughts
behaviors
ideas
and
attitudes

of the people around you in either a **positive** or **negative way.**

YOU have the

POWER

and **opportunity**

EVERY DAY ...

TO **CHOOSE**

TO **INFLUENCE**

AND TO **LEAD OTHERS TO**

SUCCESS.

Unfortunately . . .

you also have the **power** to influence others in ways that will lead them away from success.

**LEADERSHIP HAS
AMAZING POTENTIAL.**

Use it with care.

The CHOICES you make about
HOW YOU LIVE YOUR LIFE,

communicate, act, respond, handle change, deal with stress, negotiate, cope with difficult people and work with a team . . .

**REFLECT YOUR CHARACTER AND REPRESENT
YOUR CORE VALUES AND BELIEFS.**

DO YOU **LIVE THE KIND OF LIFE**
OTHERS WOULD CHOOSE TO
IMITATE,
FOLLOW **AND**
RESPECT?

If so, then you are an **INFLUENTIAL** person.

It is important to remember:

**BEFORE ANYONE ELSE WILL
RECOGNIZE YOU**

as a **LEADER** and

INFLUENCER

YOU MUST

see yourself in that role.

If you don't believe you have
GOOD LEADERSHIP QUALITIES,

you'll miss countless opportunities to demonstrate your added value and influence others in a positive, dynamic way.

Two of the most important leadership assets are the
WILLINGNESS AND ABILITY

to navigate through difficult times, fluctuating economies, continuous growth and significant change. This is reflected through your **ideas,** **attitudes** and **performance.**

GOOD LEADERS ARE A
GUIDING FORCE
WHEN IT COMES TO SUCCESSFULLY DEALING WITH CHANGE.

So what are the **key traits** found in successful leaders?

Our interviews and surveys have shown
that people whose actions influence others in a positive way
have certain **STRENGTHS** in common.

1.

GOOD LEADERS ARE ALWAYS LOOKING AHEAD.

They understand that the choices they make today . . .

will have a dramatic impact upon the future of their team, their organization and their customers. While they realize there are times when immediate action and quick decisions are necessary, they are always committed to **ACTING**, rather than **REACTING**, to situations. **Good leaders** avoid taking the easy road filled with short-term answers and focus instead on making smart decisions based on positive, long-term results.

They truly have a vision that surpasses day-to-day life. They have an intuitive ability to experience what is happening in the moment, while creatively thinking of all the ways those experiences could fit into their vision for the future. In other words, **good leaders** are usually one step ahead of everyone else in terms of creating a plan for success that is imaginative, results-oriented and amazingly on- target for today's competitive work environment.

GOOD LEADERS

know that leadership is both a

PRIVILEGE

and a **RESPONSIBILITY.**

They do **NOT** take the role lightly.

2.

GOOD LEADERS ARE ACCOUNTABLE FOR THEIR ACTIONS.

They have the confidence and integrity

to be accountable for their choices and the resulting consequences and outcomes of those choices.

Good leaders do not say,

“That’s not my job” . . . “It’s not my fault” . . . “It’s out of my control.”

Instead they say,

“The job will get done.”

“I will do whatever is necessary to make it work.”

“I can figure out a way to make this happen.”

Good leaders know that . . .

they can lead others to success only by modeling the behaviors and attitudes that others would **CHOOSE** to follow, imitate and adopt. Their values, ethics and character show through in everything they do, every conversation they have and every decision they make.

3.

GOOD LEADERS ARE IN THE PEOPLE BUSINESS.

Good leaders know it's the customer . . .

who ultimately determines the success of any business, based on the level of service they receive. Whether they're working directly with a customer or with someone who is, **Good leaders** understand that the ultimate goal is to create an outstanding product or service that customers want and need.

Good leaders also know it's the employee . . .

who has to feel excited, valued, knowledgeable and confident enough to help create an environment where quality products and outstanding customer service are the end result. It takes an excellent role model to influence people in such a way that a healthy, safe and productive work culture develops and thrives as a result of their leadership.

4.

GOOD LEADERS ARE INFORMATION/IDEA MAGNETS.

Good leaders are constantly attracted to new ideas . . .

and ways of doing things. Excited to share their information with others, they believe there is an abundance of good things to go around for anyone who has the willpower, initiative and confidence to go after what they want. As a result, people are also attracted to them because they radiate such positive energy and excitement about new possibilities and opportunities. **Good leaders** believe that:

KNOWLEDGE IS POWERFUL . . .
ONLY WHEN IT IS SHARED.

Good leaders are great team leaders . . .

who know how to attract the right person for the job. They can easily identify the strengths of each person so the best ideas can come to the surface.

They are always interested in attracting opinions . . .

and ideas other than their own and view healthy debate as a privilege. They give credit where it is due, to the person who created, manufactured, initiated or put into action whatever new business strategies or plans have helped the organization to grow.

Good leaders are also on the lookout . . .

for the latest, most innovative ways to communicate their newfound wealth of information. They stay up-to-date with the current trends and are always ready to meet new and exciting people who can give them a different and unique perspective.

5.

GOOD LEADERS CAN FOLLOW AS WELL AS LEAD.

Good leaders know the difference between . . .

influencing others in a positive way and just bossing someone around. Many people get caught up in the power of leadership and begin to confuse issuing orders with influencing thoughts and behavior. Leadership is not always about being in charge. It's about creating an environment where everyone feels empowered and engaged.

In addition to sharing their own ideas, they are ready and willing to listen to others' ideas and learn from them. When appropriate opportunities arise, they are willing to step out of the spotlight and give someone else a chance to shine. Acknowledging and valuing the contributions of others, they take opportunities to follow as well as lead.

Good leaders are
COMMITTED to
SOLVING PROBLEMS,
NOT
causing them.

6.

GOOD LEADERS ARE GOOD PEOPLE.

Good leaders have good values . . .

a good work ethic, good manners and good relationships with others.

No matter how difficult the situation, they understand that it is always important to model the very best leadership qualities and treat others respectfully. They understand that people do **NOT** work harder, become more creative, share ideas or take responsibility if they are constantly criticized, ridiculed, scared, worried or treated badly. **Good leaders** are committed to being assertive, setting fair boundaries and consequences, letting people know where they stand, evaluating with objectivity and treating others **RIGHT!**

“But what about all the ‘leaders’ who aren’t good at any of those things? In fact, they aren’t very nice at all!”

It is true that there are many people in powerful leadership positions who exhibit few, if any, “**GOOD**” traits. Are those the leaders you would **CHOOSE** to follow? Do they exhibit the behaviors you want to see in:

Yourself

Your children

Your employees

Your colleagues

Your friends?

There will be times when you will have an important choice to make about people you allow to influence your life. Choose wisely. **Good leaders** make good choices without compromising their values or yours. Look for those kinds of leaders in your life. **CHOOSE** to be that kind of leader for others.

Don’t confuse
WEALTH AND POWER WITH
GOOD LEADERSHIP.
They don’t always go hand-in-hand.

7.

GOOD LEADERS ATTRACT ADVOCATES AND ALLIES.

Good leaders are amazingly adept
at surrounding themselves with great people.

They realize that in order to:

Stay employed
Be promoted
and
Have a successful career

they must align themselves with people who will:

Trust them
Support them
Go to bat for them
Be honest with them
and
Help them succeed.

They choose to associate with people whose fair and honest values and standards coincide with theirs. **Good leaders** realize the importance of having strong and supportive relationships at work, at home and in the community.

These powerful people are their

ADVOCATES AND **ALLIES**

who can help them succeed.

HOW MANY PEOPLE LIKE THIS DO YOU HAVE IN YOUR LIFE?

You need your own advocates and allies to help you succeed. They will stop you when you're headed in the wrong direction, let you know when you've gone too far, offer helpful criticism when needed and influence you in a positive way. In today's uncertain world, having people around you who can help you achieve your goals is a definite advantage.

ADVOCATES AND ALLIES WILL FIGHT FOR YOU
BECAUSE THEY **BELIEVE** IN YOU!

Advocates and allies can be found everywhere, in all departments, divisions, branches and teams.

They can be your customers, your co-workers, your employees or your management team.

These are important relationships in a busy, crowded world where people often have to **FIGHT** to be **noticed** and **recognized**.

The **IMPORTANT** thing to remember is this ...

YOU DON'T CHOOSE
YOUR ADVOCATES.

THEY CHOOSE
YOU!

ARE YOU THE KIND OF

person others believe in enough to offer guidance, help, strength and encouragement

when you need it the most?

DO PEOPLE

stand by you

in difficult times?

DO YOU

ask for help when you need it
and get it when you ask?

**SUPPORTIVE
RELATIONSHIPS**
DON'T MAGICALLY APPEAR
WHEN YOU NEED THEM.
THEY MUST BE
CULTIVATED AND
CONTINUALLY
NURTURED.

8.

GOOD LEADERS

TAKE NETWORKING TO A WHOLE NEW LEVEL.

YOU NEED TO

NET-

WORK

with people

ALL OVER THE WORLD,

NOT JUST ACROSS TOWN.

Good leaders know one thing for sure . . .

they can't even begin to accomplish everything they need to get done on their own. They are masters at getting involved with other people, using every available resource, sharing ideas, listening to differing opinions and exchanging services. Networking is a powerful tool for building relationships that can propel you forward. Understanding how it works and using it to your advantage can expand your connections in ways you never imagined possible.

NETWORKING TODAY is
DIFFERENT
THAN IT USED TO BE.

GOOD LEADERS
realize that
IT'S NOT JUST **WHO** YOU KNOW,
BUT ALSO
WHO YOU DON'T KNOW **YET**
that could make all the
DIFFERENCE in the world.

Swapping business cards at professional functions, talking to everyone you meet about what you do (*or wish you did*) and churning out resumes is no longer the most efficient way to network.

Savvy networkers
use the best means possible
to create **STRONG BUSINESS PARTNERSHIPS.**

The best alliances are
created between parties who are
INTERESTED
in helping each other succeed.

NETWORKING

IS NOT

a one-way street,

but a relationship based on

creating **opportunities**

for **both people.**

9.

GOOD LEADERS ARE GREAT SALESPEOPLE.

Good leaders know . . .

that no matter what their job title, position or job description, they are first and foremost in the business of **SALES**. They understand that **SALES** is about persuading others that what is being offered is worth time, energy, money and **TRUST**. **Good leaders** are aware that their actions and attitudes are constantly being evaluated by others at all times. They have the confidence to convince others that they are a credible resource who integrates good leadership skills into every area of life.

Good leaders are able to **SELL** their:

Value

Trustworthiness

Ability to communicate assertively

Ideas

Belief in the organization

Ability to handle change

Expertise

and

Determination

to be a positive and influential part of an exciting future.

Good leaders are willing and able to prove to others that they are worth the trust and investment that their organization, employees, colleagues and customers put in them. They understand that their ability to motivate and persuade others to make good choices, work together as a team, be innovative, take risks and adapt successfully to challenging situations is a huge part of a strong leadership package.

10.

GOOD LEADERS TAKE THEIR SKILLS WITH THEM WHEREVER THEY GO.

Good leaders are versatile . . .

and use their unique combination of strengths and learned skills to positively impact every area of their personal and professional lives. Leadership is a strong part of their personality and shines through in everything they do and with every person they meet.

Good leaders are great role models . . .

They realize that the opportunity to impact people in a positive way exists in every situation, relationship, job and activity. Therefore, they always strive to model the behavior, attitudes and values that others would choose to imitate. They are constantly looking for ways to be better leaders, better people and better influencers.

So now you have

10 POWERFUL LEADERSHIP STRENGTHS

to keep in mind when you are thinking about your own ability to influence others in a positive way. They are also the ten traits that you should look for when choosing the people you want to influence you.

And here's the best part.

All of the work and effort you put into developing your leadership skills will extend far beyond the workplace. You have opportunities to exhibit good leadership skills every day.

It helps if you can identify your **LEADERSHIP STRENGTHS**.
Put a check next to each leadership skill that applies to you.

- Trustworthy**
- Assertive communicator**
- Honest**
- Respectful of yourself and others**
- Looks for opportunities to serve**
- Cooperative**
- Generous with time and information**
- Accountable for results**
- Responsible and dependable**
- Ethical**
- Determined, strong willpower**
- Resilient**
- Positive attitude**
- Creative**
- and
- Visionary**

Look for these key elements in others and model them in your own life if you want your leadership style and skills to set you part from the competition.

Remember:

**LEADERSHIP
SKILLS ARE
OUTSTANDING**

LIFE

SKILLS

that will definitely help you

STAND OUT FROM THE CROWD

in a positive way.

About the Author

Connie Podesta is a game-changing, money-making, sales-generating, idea innovator whose rare blend of laugh-out-loud humor, out-of-the-box strategies and signature, tell-it-like-it-is delivery style has made her one of the most talked about and unforgettable entertaining motivational keynote speakers in the marketplace today.

To sum her up is like capturing a tornado! But here goes: Two million+ people worldwide. 1000+ organizations. Every major industry. Two-time award-winning author. Licensed Professional Counselor. Seven books. Radio/TV personality. Comedienne. Playwright. Expert in the Psychology of Human Behavior. International speaker on: Change. Leadership. Sales. Branding. Diversity. Master of Ceremonies. Bottom line: Get ready! Connie is a whirlwind of energy and ideas that will definitely help you **GET WHAT YOU WANT** out of life!

**Connie will help
make your next event an extraordinary success.**

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