



# Leadership... How to be the Person Others Want to Follow!

**The Power of Influence and Empowerment**

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**Bottom line?** If there was ever a time this world needs great leaders—it is NOW! But let there be no doubt about it, Leadership and helping others succeed? Is a TOUGH job. It's both a privilege and a life-changing responsibility. As a leader, YOU have a direct impact on other people's successes (or failures) as a result of: Your choices. Your intellect. Your creativity. Your power to influence. Your Integrity. And your ability to coach, mentor and teach others what you know. YOU must truly believe that your success as a leader will be measured by YOUR ability to influence and motivate others to **WANT** to follow your lead.

**So, the question every leader must ask themselves is:** What do **YOU** bring to the table in the way of talent, skills, ideas, strategies, personality, courage and strengths that would make other people **CHOOSE** and **WANT** to: Follow you. Produce for you. Sell for you. Create for you. Support you. Count on you. Trust you. And most of all...**RESPECT** you. Want to be an outstanding leader? Start with **YOU!**

**Great leadership is about “leading” people, not “managing” people. The reality is:** People don't want to be managed—but rather empowered so they can shine on their own. Simply “managing” people will not create the bench strength that organizations need in order to stay profitable and competitive in our world today. “Managing” is about power—leadership is about empowering. Managing is about taking charge—leadership is about “charging

**people up".** Managing is about being right—leadership is about doing the right thing. Managing is about getting your way—leadership is about showing others the way. Managing is about telling people what to do—leadership is about hearing what needs to be done.

**Truth is: Great leaders understand that business as usual is over.** They cannot continue to do things the way they used to and still be successful, competitive and profitable. A team's success will be determined by the speed with which it can adapt, adopt and leverage new ways of thinking, selling, empowering, changing, leading, competing, and producing. Here is what I am finding: Leaders either get it or they don't. They are either in crisis mode or forward-thinking mode. They are either fearful—resistant to change, fighting for status quo, territorial and afraid to take risks. Or they are fearless—willing to embrace new strategies, have difficult conversations, and focus on long-term, rather than short term goals. How would someone describe your leadership style? Fearful or fearless? Resistant or ready to forge ahead full steam? Stuck in the past or eager to embrace the future? Your team depends on **YOU** to set them on the path to success.

**Successful leaders set the tone for the entire organization**—they model the best behaviors, share the most positive attitudes, create the most innovative ideas, initiate the most exciting changes, engage in the most thoughtful conversations and embrace the safest and healthiest work environment. In return, they get employees who WANT to rise up to their level of professionalism. Set the bar high and people will strive to meet those expectations. Set the bar low and they will meet those expectations as well. Remember, true LEADERSHIP is about creating a sense of ownership within each person so they will WANT to do their best—for YOU, for the organization, but most important, for themselves.

To learn more about great leadership strategies and mindsets, bookmark me here at [www.conniepodesta.com](http://www.conniepodesta.com) and join in the conversations at [Facebook.com/Connie.Speaks](https://Facebook.com/Connie.Speaks). Let's lead the way for others! What do you say? Are you IN?