



Effective Leadership Skills

These videos can be used as meeting openers or as video punctuation marks for driving home a point or getting a discussion going.

Following are our suggestions on how to use the videos. You can use this as an entire thought-provoking training or use parts of this and integrate it with your own training.



How better to motivate and show effective leadership than with some of the greatest entrepreneurs and CEOs in our lifetime.

Grab their attention and rev it up with these great motivational examples of leadership. These leaders have "been there done that" and share their values and philosophy with you.

Suggested Interaction on Leadership Traits

What are the traits of a good leader? Ask the audience to come up with traits they admire.

Some ideas: Confident, great communicator, visionary, team builder, high self-esteem, optimistic, good listener, strategic thinker, good motivator, shares credit with others, decisive, informed risk taker, thinks beyond him/herself, catalyst for change, helps others.

Who are some great leaders that come to mind in all walks of life? Why do we admire them? Did they make the world a better place? Did they inspire their followers? How so?

Some ideas: JFK, Margaret Thatcher, Mohandas Gandhi, Martin Luther King, Jack Welch, Bill Gates

Example:

Richard Branson, founder and Chairman of Virgin Group, a network of companies from Virgin Airlines to Virgin Records to Virgin Galactic a space tourism company. Branson has been tagged as a "transformational leader" in the management lexicon, with his maverick strategies and his stress on the Virgin Group as an organization driven on informality and information, one that is bottom-heavy rather than strangled by top-level management



(Video: Richard Branson - Taking Risks)

Interaction: Personal Passion

What do you feel passionate about in your job? Where do you want to make the biggest difference? What are you doing to make this happen? What are you willing to risk? Are there others in your organizations who share the same vision?

Example:

For people who want to protect the environment or help the disadvantaged, Body Shop founder, Anita Roddick, proved a great role model. She was a success in business and a pioneer for the socially responsible who use their success to help those less fortunate.

As a successful entrepreneur and one of England's wealthiest, she had a profound need to help others and used her company, the Body Shop, to do it. She refused to do animal testing for her cosmetics and she used purposely sought out ingredients and potions from disadvantaged people in other countries.



(Video: Anita Roddick -Business Conscious)

Interaction: Motivating Those Around You

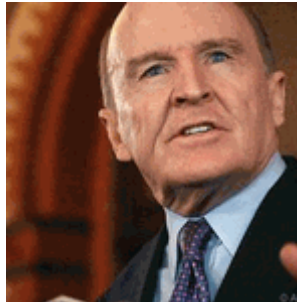
Have you heard of leaders who...

- Overestimate their contribution to a project?
- Have an elevated opinion of their professional skills?
- Exaggerate their project's impact on profitability?
- Take all the credit?

That's not us! Better not be because we can't do it alone!

Example:

One of the pre-eminent businessmen in this century is Jack Welch, former CEO and Chairman of G.E. He was blunt with his managers. Each year, Welch would fire the bottom 10% of his managers. The top 20% got bonuses and stock options. He also gave stock options to nearly one third of all employees at GE. Welch is also known for destroying the nine-layer management hierarchy and bringing a sense of informality to the company.



(Video: Jack Welch – Motivation)

When Jack Welch left GE, the company had gone from a market value of \$14 billion to \$410 billion at the end of 2004, making it the most valuable and largest company in the world.

Expanding the definition of Community

We're operating on a global scale. Where are the possibilities in your organization for serving different people? Who are your best customers? Are you seeing and seizing the opportunities? Is there a better way of doing what you do now? What are you doing to spur creativity in your organization?

Example:

Pierre Omidyar, founder of eBay wasn't looking for a big idea. He was just trying to find a better way for people to trade other than through street fairs or flea markets. He wound up increasing the connection between people around the world.



(Video: Pierre Omidyar on Community)

Interaction: Calculating the Risks

And, what if you don't take that risk and let others know of your idea? What if you give up too soon?

Example:

Starbucks Chairman and CEO was rejected from a job for a year but kept pursuing it. Then, once he got hired, convinced the owners to create a coffee joint where people could sit and relax and savor the moment.

Need we say more? He wound up buying out his old bosses and launched Starbucks, a global brand.



(Video: Starbucks Howard Schultz Persistence)

Interaction: Taking Responsibility & Choosing Your Response

What impacts your frame of mind: positively or negatively? Is it the weather? Something someone said? Frustration over deadlines? Not being acknowledged for a good idea or for your performance?

Example:

“7 Habits of Effective People” author Stephen Covey says its your response , not the actual deed that upsets you, that makes all the difference in being a leader.



(Video: Stephen Covey on Choice)

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