

PEOPLE

# LEADERSHIP DEVELOPMENT



VIDEO  
TRANSCRIPT  
SIX



**COACHING ACADEMY SPECIALIST**  
Where Small Businesses Grow

## Video Transcript Six

### Leadership Development

**Now we're going to talk about something that's massively important to the growth of your business.**

We're talking about leadership. We're talking about positive, constructive leadership; leadership where people will follow you. And for that there are four key elements to the success of a strong and successful leader.

**And the first one** is that you should be very clear and know your company's core values.

**Number two**, you should be committed to acting as a role model and being able to teach those core values to those who are following you.

**The third one**, which is hugely important, is you take the time out to show appreciation and recognition to those that are following and complying with those **core values**.

**And the fourth one**, which is also incredibly important, is that you redirect those troops that are not complying and not following those core values.

**So the first one is know your company's core values.**

And you must be absolutely clear in your mind, to know your company's core values, you must start from a position of knowing what your personal core values are and then take some time out to see how consistent they are and how you can adjust and realign those to your corporate company's core values.

**That is announced publicly to all and sundry that everybody is familiar with them, but you must certainly be clear that you know what they are.**

Point number two, which is how you must act as a role model, a role model for those core values to all and sundry that come in touch with you. And it is not just acting out through the day. It is how you behave in front of your staff, how you behave in front of your customers, your shareholder, and indeed your suppliers; must all be consistent with your company's core values, and you must be able to demonstrate that nonstop, 24/7.

## Video Transcript Six

### Leadership Development/Continued....

**And then having done that, you must take the time out to teach your staff how to comply with those core values.**

Because you'll find that they're also having some difficulty in making some adjustments, but you must show them how. Take the time, take the trouble to demonstrate how important it is. It's not just left to them to decide; you must help them and show them how to do it.

**The third point, which is hugely important, is that you must be able to then show appreciation and recognition to those that are following those core values.**

Don't just take it for granted, don't just take it as read, don't just take it as a God-given right because you haven't. You must earn it and fight for it every day. It is not your given right, so you must look to find opportunities, to catch people following those core values, show your appreciation personally, and then show recognition publicly in front of more than two people, that you are recognising, that they're following those core values.

And the final one, which is hugely important, which is redirecting those who are not complying.

**Because I will say that you will achieve far more by who you say goodbye to in the company than who you say hello to.**

It is so easy to bring in some new blood into a business and everybody is jumping up and down with excitement. And whilst that's important and positive, it can achieve a great deal more to say goodbye to somebody who's not complying.

So when I talk about redirecting, I'm talking about redirecting those troops that are not buying into the core values. Because you must try every which way and how to get them on board, and failing to do so might mean having to say goodbye.

It's hugely important that you don't let people go on their merry way adopting their own style and their own culture and their own ethos, which is not consistent with the company's core values.

**So those are the four key elements to the success of strong leadership.**

**DON'T FORGET TO WATCH THE "LEADERSHIP DEVELOPMENT" VIDEO.**