



Leadership

Attracting Other Leaders (Revision date 1/8/2013)

The values that your group has will determine the leaders that you attract. If you never really thought about how your values can reveal its identity and increase its potential, go through the following process:

- **Articulate your values** – Take time to think through your values and then put them on paper.
- **Teach your values** – Help others understand and grasp to support them.
- **Practice your values** – They have no value if you do not stick to them.
- **Publicly implement your values** – Weave them into the fabric of your team so that they too can encourage others.

Model behavior that will attract leaders. People do what people see. The best way for others what you expect of them, model it yourself.

Communication matters. If you've ever been involved on a team where teammates never let one another know what's going on, then you know how frustrating poor communication can be. If your board does not communicate well, you'll never attract others who want to be part of your team.

Good communication is never a one-way street. It should not be top-down. When you invite, listen and encourage you ensure participation.

To enlist other leaders, be positive. Nobody wants to part of a losing team. If you try to get someone to take a leadership role, you can't do it by saying, "I don't know if you can help with this, after all, we've tried and failed so many times and, frankly, don't think it can be done, but...". Rather, you need to say, "We have an opportunity and feel that you would be able to help with...".

No one wants to be around someone who is negative. If the leader isn't positive and believing in your mission, you will never attract others to take leadership roles. If no one is following you, you may need to evaluate if you are a leader and if so, what kind of leader are you?

Don't neglect to compliment good work. I know for myself, if you compliment me on a job I've done, just wait for the next job – I'll work even harder.

When you are not afraid to give credit to others for success or a good job, you raise the morale of everyone. Mark Twain said, "I can live for two months on one good compliment".

When mentoring someone to become a leader you must follow a plan:

- **I do it** – First I learn the job. I have to understand the "why" and "how" and perfect it. You must model excellence if you want to attract and develop new leaders.
- **I do it, you watch** – I demonstrate it while you observe. I explain what I am doing and why I am doing it.
 - Whenever I am asked to speak to a group or organization, I always invite someone that I see as a potential leader.
 - When they watch, they are learning.
 - You can observe them and see if they really do have potential.



- **You do it and I watch** – As soon as possible, we exchange roles. I give you permission and authority to take over the job, but I stay with you to offer advice, correction and encouragement.
- **You do it** – Once you're proficient, I step back and let you work alone. The leader is drawn to a higher level and free to move on.

True leaders will “work themselves out of a job”. That’s how you determine if you are an effective leader. When you are willing to empower others with responsibility and authority it raises up more leaders for your team.