



LEADERSHIP ASSOCIATES, INC.

Leadership Skills for Business Leaders

**The five most important Leadership skills
for business owners**

Agenda

- Leadership Skills for Sustainable Success
- Leadership Skill Development
- Call to Action!
- Questions

Leadership Skills

1. Effective Communications – defined as all parties understanding the message with the same meaning.
 - Same Meaning - Share knowledge (context) along with information (content).
 - Effective Listening – We are typically not hard of hearing, we are hard of listening.
 - Managing Conflict – Communications are both the cause and the cure for conflict.

Leadership Skills

2. Team Building – Teamwork is leveraging complementary skills toward shared goals and holding team members mutually accountable to achieving desired results.

- Recruiting – Looking for future talent externally and re-recruiting your star performers internally
- Hiring – Assessing attitude as well as skills and knowledge for all new hires at all levels.
- Developing – Creating a culture for associates to stay relevant to your business.



Leadership Skills

3. Collaboration – How well do we work with:
 - Customers – How easy is it for them to do business with your organization?
 - Strategic Partners – How are these relationships generating mutual benefit to each other's business?
 - Vendors – What core values do they each share with your business?
 - Employees – How does your culture leverage their active participation in your business?
 - Others?



Leadership Skills

4. Goal Setting/Time Management

- Goal Setting – A process to clearly reflect priorities and expectations.
 - Written – not written; not real
 - Aligned – in sync with strategic direction
 - Shared – everyone knows what is expected
- Time Management – ...is really Goal Management
 - Prioritization – high rewards and/or consequences
 - Spending time versus investing time
 - Full calendar ≠ a plan



Leadership Skills

5. Business Acumen: Linking an insightful assessment of the external business landscape with the keen awareness of how money can be made – and then executing the strategy to deliver the desired results.
 - External Business Assessment – influences across the landscape impacting the ability to execute the strategy such as Political, Legal, Technology, Global and Sociocultural.
 - SWOT Analysis – Internal Strengths & Weaknesses along with external Opportunities and Threats.

Leadership Skill Development

Effective leadership development is as much about the questions as it is the answers. Ask the right questions to challenge the status quo.

- What does business success look like?
- How effective is the leader's communication style?
- What is the leader's goal setting process?
- How are leaders investing their time?
- How do each of the associates attitudinally "fit" in the culture going forward?



Call to Action!

- What will you do with this new information in the next 30 days to help you improve your leadership skills and more effectively lead your business?
- Questions?
- Thank You!

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