TEGG® AVP Advice

The Fundamentals of Leadership AVP Advice – January, 2019

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As part of <u>ABM Franchising Group's Leadership Series</u>, I have been focused on the Sitkin-Lind Six Domains of Leadership, which was developed by two professors from Duke University. This model is taught during TEGG University's Leadership I training session, and I believe we can use it to help our entire organization grow by using the three fundamental blocks of leadership – *credibility, trust* and *community*.

No matter the business or organization, not much time is spent on developing leadership skills. Instead, most believe seniority leads people to management. But it shouldn't be that easy!

A person requires a lot more than time to become an effective leader before taking on the critical leadership tasks of creating, changing and sustaining an organization.

Effective leaders must focus on building themselves in three areas:

- 1. **Establish credibility through Personal Leadership.** Personal leadership is the first area to explore and serves as the base of the Six Domains of Leadership. If you can show others you are real, they will start believing in you. As your personal leadership skills increase, so does your credibility. It seems pretty simple, but you need to ask yourself if you're capable of leading, are you seen as authentic and are you dedicated to the team.
- 2. Establish trust through Relational Leadership. It doesn't matter what role you play you've got to work with people, and you need to know what motivates them. You need to know how to build solid, cooperative and lasting relationships. How do you do that? Keep your promises, believe in them, and treat your coworkers like clients. Listening also plays a large role in Relational Leadership. Remember to always look them squarely in the face, tip your head occasionally, activate facial expressions, bring a barrier-free focus, lean forward and engage eye contact.
- 3. Establish community through Contextual Leadership. Where does everyone fit in as a part of the team? This is the most difficult piece to understand, but once you and your team understand, it will help everyone understand how they will help your organization grow. In my opinion, this understanding is the key to successful leadership. The key objectives here are creating a sense of identity, focusing and simplifying, and clarifying the organization's contest so everyone knows where they fit.

I believe these three fundamental domains can also help us grow our revenue. Think about how you'd answer these two questions:

- 1. How many clients have we built, serviced or maintained over the course of five, 10, 15 or more years?
- 2. Of those existing clients, how many do you continue to do business with today?

Be honest. If you implement the same foundation of strong leadership – credibility, trust and community – each client you continue to do business (credibility and trust) with will feel like they are part of your businesses (community). More importantly, look at past clients who no longer use your services. At one time, you had a strong sense of credibility and trust, but they may not have felt like part of your business (community).

Consider starting a Lead Generation Team to focus on visiting past clients to share your company story and capabilities. The goal is to allow them to understand and be part the company's next level of support and growth to establish that sense of community. By telling them your company's story and how they fit into it, they may feel like part of your business' family and part of a community.

Build a strong foundation in your company through leadership at all levels, which will encourage growth in your business!



