Advice from the Experts: Leadership and Success

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The Study

- Research shows that to be successful, leaders need to be viewed both as *competent* and *likeable*.
- Leaders can no longer be aggressive, harsh, bossy, or self-absorbed.
- Competence is usually easy to measure and understand.
- A study of successful business leaders was conducted to determine what specific attributes made them “likeable”.
The Top 11 Attributes of Likeability

- Listening
- Story-telling
- Authenticity
- Transparency
- Team Player
- Responsiveness
- Adaptability
- Passion
- Surprise and Delight
- Simplicity
- Gratefulness
When people talk, listen completely. Most people never listen." - Ernest Hemingway

Great leaders listen:

- to what people want and need.
- to challenges that people face.
- for meaning, motivation, problems, frustrations, issues, new ideas, feedback, alternatives.
- to colleagues, advisors, funders, reviewers, students, staff, customers, board members, employers, competitors.

Valuable information can come from flawed sources.
"Storytelling is the most powerful way to put ideas into the world today." - Robert McAfee Brown

Great leaders tell stories to motivate people to join their initiatives and buy into their ideas.

Why? Because storytelling captivates people, helps them remember your message, and motivates them to take action.
Authencity

"I had no idea that being your authentic self could make me as rich as I've become. If I had, I'd have done it a lot earlier." - Oprah Winfrey

Great leaders:

• are who they say they are.
• have integrity beyond compare.
• aren’t afraid to be vulnerable and humble.

Authentic leaders create a positive, attractive energy that makes everyone want to help them succeed.
"As a small businessperson, you have no greater leverage than the truth." - John Whittier

- Leaders who try to keep secrets are eventually exposed.
- Openness and honesty lead to happier staff, students, administrators, and colleagues.
- Transparency decreases stress – you don’t have to worry about what you said to whom – and a happier leader is a more productive one.
"Individuals play the game, but teams beat the odds." - SEAL Team Saying

No matter how small your work world is, you interact with others every day. Let others on your team shine, encourage innovative ideas, practice humility, and follow best practices for working in teams.

Great leaders nurture a culture of success within their team and encourage out-of-the-box thinking.
Life is 10% what happens to you and 90% how you react to it." -Charles Swindoll

Great leaders:
• are responsive to their students, staff, colleagues, bosses, and external partners.
• insist on a culture of responsiveness within their team.

Responding shows that you care, lets those with whom you work contribute and make a positive impact, and demonstrates respect for the time and issues of others.
"When you're finished changing, you're finished." - Ben Franklin

Great leaders:

• are flexible in managing rapidly changing opportunities and challenges.
• are humble and willing to adapt – not stubborn and insistent on their own way.
• realize *when* they need to adapt.
• view change as an opportunity to innovate and improve.
"The only way to do great work is to love the work you do." -Steve Jobs

- People who love what they do don’t have to “work”.
- People who are passionate about their work have a remarkable advantage.
- Passion is contagious to staff, students, colleagues, administrators...
- People want to follow a passionate leader.
- Find your passion and you will greatly increase your success and impact.
Surprise and Delight

"A true leader always keeps an element of surprise up his sleeve, which others cannot grasp but which keeps his public excited and breathless." -Charles de Gaulle

- Most people like surprises in their day-to-day lives.
- We all like to be delighted.
- Great leaders deliver unexpected value and benefit, assuring that the people they work with are surprised in a positive way.
- There are a plethora of ways to surprise and delight.
Simplicity

"Less isn't more; just enough is more." -Milton Glaser

- People often respond best to simplicity — in design, form, and function.
- Great leaders take complex projects, challenges, ideas and distill them into simpler components that allow people to better understand and buy into their vision.
- Delivering simplicity requires focus.
"I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder." -Gilbert Chesterton

• Great leaders are grateful for the people who contribute to their opportunities and success.

• Being appreciative and saying thank you to mentors, students, staff, colleagues, and other stakeholders keeps great leaders humble, appreciated, and well received.

• Being grateful also makes you feel great.
Treat others as you would like to be treated.

Great leaders show others the same courtesy that they expect from them. Great leaders hold others in high regard. These make it easier for those on your team to respect you and motivates them to work with you.
Questions?

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