

## Lead Your Team to Success!

**Clear Goals  
Values and  
Personal  
Safety**



**Leads to  
Happy  
Workers**



**Delighted  
Clients  
and Good  
Reviews**



**Resulting in a  
Profitable and  
Happy You!**



**Good leadership creates a healthy work atmosphere. This goes through workers to clients and back into your wallet.**

*“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible.”*

Dwight D. Eisenhower

**DeepSky**  
MARKETING

Express Who You Are  
and How You Help

**Human Resources Professionals Assoc. (HRPA):** 63% of millennials feel their leadership skills are not being developed.

**HRPA:** 71% of millennials who feel they lack training in leadership development want to leave their job.

**Deloitte Trends Report:** 56% of executives say their companies are not ready to meet leadership needs in their company.

**Harvard Business Review:** In a recent study 58% of people say they would trust strangers more than their own boss.

**Make Leadership a Priority in Your Company**



This checklist is about *what* to do to become a better leader to your business. It is also about *how* to go about these tasks. Each is vital for success.



## Leadership and Team Building

### 1 Create Safety

Approval/disapproval dynamics hold people back. Interpersonal safety breeds trust, creativity and open communication.

### 2 Grow from Mistakes

Emotional safety is important *especially* when mistakes are made. This creates a rapport you can gain in no other way.

### 3 Establish Values

If you want the kind of success that encompasses monetary, human and larger concerns establishing your unique set of values is not optional.

### 4 Attract Good People

Good values attract good people. You need a small nucleus of people on your team that are both talented and buy into your values.

### 5 Set Goals

Establish a goal, then ask what help people need to achieve it. This breeds self leadership, the best kind.

### 6 Celebrate Wins

When social ease is prominent humor blossoms, a recognition of shared good intent pervades, verbal pats on the back and high fives (when not forced) help solidify gains by celebrating achievements.

### 7 Look at the Research

Emotional Intelligence (EQ) is the deciding factor in team building, not IQ. Anita Woolley's research with 697 volunteers found three keys. See the next three items.

### 8 Communicate a Lot

An information vacuum breeds worry. Eons of being wary of predators gives the human psyche a negative bias to look for trouble.

### 9 Participate Equally

Today's trend toward open communication between ranks takes advantage of "Group Mind," a source of insight, knowledge and the power of personal buy-in.

### 10 Read Emotions

We are social creatures driven by emotion. Teams that succeed are good at reading each other and tending to relationships.

### 11 Tune into Detail

John Wooden put it like this: "It's the little details that are vital. Little things make big things happen."

### 12 Ask Good Questions

You know you're on the right track when you can articulate a question that captures the challenge you and your team are facing.

### 13 Be a Good Listener

As a leader your people take cues from you in many ways. Listening is perhaps the most important skill you can model for your team.

### 14 Pace Your Delivery

Successful communication rests mainly with the person speaking. When it's your turn to talk take note of your audience. If people seem lost, slow down and check in, review points of confusion and say things in a different way and — *make sure people stay with you!*

### 15 Lead with YES!

Have your positive goals firmly in mind and articulate what your vision looks like in detail.

Want assistance? Please call:  
**707 823-3888**  
or use the contact form at:  
DeepSkyMarketing.com