

EFFECTIVE LEADERSHIP CREATES YOUR REAL BRAND

The world is full of ordinary people who have broken free from average performance and achieved extraordinary things for themselves and their companies.

Leaders create your company's real brand through what they say and do each day. Their daily interactions leave an impression of what your company values and represents.

What is leadership?

Leadership is a social process that involves influencing others. Leaders are pivotal for determining the direction taken, influencing a group, and directing it towards a specific goal or mission. Leadership skills are a very different than management skills. We have all encountered exceptional managers in our careers, who are terrible leaders.

- Leadership is a behaviour, not a position. It involves inspiring people to live the vision, mission and values of the organization.
- Great leaders don't just tell people what to do. Great leaders empower people to make decisions for themselves that support the goals and vision of the organization. A leader's job is to inspire and coach.

Truly great leaders pass on their leadership skills to the next generation. Their focus is on cultivating leadership skills that help the next generation add value in the future.

What are the qualities, traits, behaviors and competencies of great leaders?

The ideal leader is flexible, proactive, analytical, strategic, culturally competent

and adept at competitive positioning. The best leaders are also ethical. It is critical that people have trust in their leaders. Stephen Covey, an expert in how leaders build trust, says that trust or confidence is born of two dimensions: character and competence.

How can organizations build great leaders?

Human Resources can help you create a leadership development strategy to increase the leadership skills in your organization.



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Leadership development needs to fit with your organization's values and culture; and consider your current leadership strengths and weaknesses. Leadership development is intended to help employees cultivate stronger leadership skills. A good place to start is by performing 360 degree feedback through assessments that measure leadership skills. This involves collecting feedback from stakeholders such as direct reports, peers, clients and managers to assess leadership behaviours.

Mentorship programs are also a powerful tool for building a leadership-focused culture; and creating a consistent brand and messaging around leadership development and what attributes make up an effective mentor or leader. Mentorship programs involve matching qualified mentors with mentees to help them with career

planning, difficult work situations, personal development, and to expand their network. With an ageing population, mentorship is a great method to transfer existing knowledge before employees retire and the knowledge is lost. An effective mentorship program also helps cultivate a culture where employees are encouraged to continuously learn and develop. It is also a way to encourage employees to take ownership of their own development; and to help them achieve their career goals.

Other benefits of effective mentorship include:

Improved knowledge sharing; fostering cross-pollination of employees to facilitate flow of ideas; developing employees' knowledge, capabilities, and networks and help them fulfill their career goals breaking down organizational silos and; improving the integration of new hires.

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