A Difficult Sale!

The Challenge To Greatness
The Definition of Greatness

“wealth, position and power are no measures of greatness; what we become and what we could have been, those among us who close that gap, those are the ones we will consider great”

Dr. Benjamin E. Mays - Morehouse University

“Closing the gap between who you are and who you were created to be.”
“We each have an intended level of greatness that can only be manifested by gaining the clarity and focus necessary to discover and pursue our determined purpose.

It is the pursuit of our determined purpose that motivates us to direct, command and guide our lives in the most effective manner”

Art Jackson – Hangin’ Round The Barrel
“Find yourself a role model …

An immaculate leader …

The one you can mimic as you develop your leadership persona.”
A Great Leader!
Winston Churchill – Prime Minister

- Shaped the Allied strategy in WWII
- Nobel Peace Prize Awardee
- Rallied the British people during WWII

“The price of greatness is responsibility”
A Great Leader!
M. L. King Jr. – Civil Rights

- Formed SCLC
- Nobel Peace Prize Awardee
- I Have A Dream

“If a man hasn’t found something he’s willing to die for, he isn’t fit to live.”
A Great Leader!
Vince Lombardi – Football Coach

- Turned his losing team into a paragon of victory
- Creator of hall of fame players

“Winning is a habit. Unfortunately, so is losing.”
A Great Leader!
Douglas MacArthur - General

- General of the Army
- Responsible for the reorganization of Japan
- Commanded in WWI, WWII and Korea

“It is fatal to enter any war without the will to win it.”
A Great Leader!
Margaret Thatcher – Prime Minister

First woman in European history to be elected Prime Minister

“You may have to fight a battle more than once to win it.”
Who would you have chosen?
The Leader That I Did Know!

Intimate details of his leadership style

Spent years studying his every action in every situation

Knew as many details about him as I knew about my own father

Spent one hour with him as my ultimate mentor every Saturday afternoon …
My first education in leadership started with the words …
Space ... The Final Frontier
A Performance Maxing Leader!

James Tiberius Kirk
Commander – USS Enterprise

Knew how to maximize performance
Understood the leadership basics
Avoided creating a hostile environment
“We cannot solve our problems with the same kind of thinking we used when we created them.”

Albert Einstein
LEADERSHIP BASICS
Leaders … More Important Now Than Ever!

- Incredible organizational changes
- Speed increases due to technological improvements
- Flatter organizations

There is a need for leaders who can replicate themselves over and over again.
People Leave Leaders ...

More Often Than They Leave Organizations
Rapport with the boss is one of the best predictors for depression and other psychiatric problems.

A worker’s relationship with the boss is nearly equal in importance to the relationship with the spouse.

A bad relationship with the boss is the number one reason for quitting a job.
Definitions

“Leadership is the art, the talent, the skill, the ability to get others to do those things they do not naturally or normally want to do.”

Gen. Norman Schwarzkopf
The Main Goals of Your Leadership Efforts

- Manifesting greatness by maximizing performance
- Replicating yourself over and over again
- Create a competitive but not a hostile environment
The Main Goals of Your Leadership Efforts

- Forging a ‘steel-hard team’
- Acquiring and using power
- Developing trust
Your Leadership Paradigm …
Impacts Your Behavior In All These Areas

- Communications Manner
- Professionalism
- Problem Solving
- Conflict Resolution
- Diversity & Inclusion
- Listening Skills
- Coaching
- Team Building
- Empathy
- Command & Control
The Traditional Leadership Paradigm

- Only certain people will ever be great; everyone else should be happy being ‘average’.

- A leader can expect an ‘A-Game’ some times … But not all the time.

- It takes harsh and tyrannical treatment to get even an average performance out of people.
The Traditional Leadership Paradigm

- Most people think more highly of themselves than they should.
- Competition is detrimental to team development.
Every human being has an ‘Intended Level of Greatness’

A performance maxing leader expects an ‘A-Game’ performance from every team member, every day!
The Performance Maxing Leadership Paradigm

- A performance maxing leader can get an ‘A-Game’ performance without creating a hostile environment.

- People generally suffer from (2) performance limiting conditions
  - low self-esteem
  - low self-efficacy
The Performance Maxing Leadership Paradigm

- Competition is valuable to team development
The Big Difference Between Leadership and Management is …

The Impartation of ‘An Inspired Vision’
MAXIMIZING PERFORMANCE
To Max Performance …
The Leader Must

- Create a ‘greatness expectation’
- Challenge people to deliver their best
- Coach, empower and encourage initiative
Create A ‘Greatness Expectation’

- Envision what it would look like for your team to be great
- Hold that vision in your mind
- Expect your subordinates to show up with nothing less than their ‘A’ game
“Selling Is A Transference Of Emotions.” Zig Ziglar

You’ve got to make your prospect feel the same way about your product or service that you do.

“Performance maxing leadership is a transference of emotions.” Art Jackson
Challenge People To Deliver Their Best

- Role model ‘best performance’ behavior
- Inspire subordinates to do the same
Challenge People To Deliver Their Best

- Challenge subordinates to drop preconceived notions that limit performance
- Encourage subordinates to trust and develop their strengths
Coach, Empower and Encourage Initiative

- Ask subordinates their opinions
- Treat ideas seriously
- Give subordinates credit when things go right
Coach, Empower and Encourage Initiative

- Take the blame when things go wrong
- Encourage a trial and error climate
- Make sure everyone leaves your organization with paper
First … Lead Thyself

“Leadership is the art, the talent, the skill, the ability to get others to do those things they do not naturally or normally want to do.”

Gen Norman Schwartzkopf

“Personal leadership is the art, the talent, the skill, the ability to get yourself to do those things you do not naturally or normally want to do.”

Art Jackson
The Hallmarks of Professionalism

- Character and Integrity
- Honesty and Forthrightness
- Dress the Part
- Trustworthiness
The Hallmarks of Professionalism

- Competence
- Continual Improvement
- A Press for Excellence
The Hallmarks of Professionalism

- Accountability
- Maturity
- A Team Player
Professionals …

- Know that their work reflects on them
- See problems as challenges and opportunities to learn
- Make efficient use of resources
- Mind their own business
West Point Leadership Lsn. #2

“When placed in a leadership role … LEAD!

“Sometimes, even the best manager is like the little boy with the big dog

Waiting to see where the dog wants to go so that he can take him there.”

Lee Iacocca
Chairman & CEO Chrysler
Remember … Your team is only truly performing when it manifests greatness

Closing the gap on your inspired vision!
Finally ...

Care more than others think is wise

Risk more than others think is safe

Dream bigger than others think is practical

Expect more than others think is possible

*Do good!*
“The saddest words of tongue or pen are the ones that list what might have been”

Want Greatness … Bad!
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