



10 Strategies that Make the Leadership Journey Great

By Dee Dee Raap

Coaching organizations to reach their goals is one of the great challenges that inspires me to do the best I can with every client. Over the years, I have developed my own philosophy of what makes leaders great, having worked with many and led my teams in government, business and non-profit organizations.

I have been inspired by great people. The late Governor George S. Mickelson, a man who governed South Dakota with a vision and led employees with enthusiasm. Dan Smith, owner of Smith Plumbing, who taught employees the importance of learning from mistakes. And my own mother, whose values have become my values of service, leadership and life.

1. Leadership is a journey we are privileged to take in this life. Making the journey great is not just a good idea, but a way of saying “thanks” for the honor of influencing and leading those we serve in our organizations.
2. The destination for this journey is new heights your organization needs and deserves to reach in order to grow, succeed and serve customers very well.
3. Leadership is a very pro-active journey of choices you make every day. Your ability to choose your actions, your responses and your leadership style hinges on your ability to own your journey, and not blame anyone for where you are or how you got there.
4. The leadership journey is filled with experiences that shape and guide you in serving and influencing those you lead. You are much smarter now than you were on day one of your first job as a leader. Effective leaders never stop growing, but rather, they use that knowledge to keep growing and learning every day.
5. Leaders make their journey great not by focusing on perfection, but rather, on being their personal best every day.
6. Being your personal best gives others permission to be their personal best—to make THEIR journey great as well.
7. Leaders communicate values of service through stories that inspire and leadership in action. Living the journey and telling the story are timeless techniques of effective leaders.
8. The journey changes constantly. What got you here won't get you to your destination. The speed of change in products, people and places makes mandatory the ability to change, and deal with change effectively, every day.

9. One of the best strategies for dealing with constant change is education. Lifelong learning equips leaders with new skills, new ideas, and new strategies that help create success.

10. Great leaders inspire by turning mistakes into learning opportunities for themselves and their employees. Focus on what can be learned and applied to the future. It's a great way to reduce fear and embrace the heart.

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About Dee Dee Raap:

Dee Dee Raap is a service expert, national speaker and consultant who loves to help people make their journey great. Dee Dee believes we all serve, and how we serve, lead and live is guided by the authentic, timeless values inspired by our moms and other key people. Putting those values to practice every day not only makes service great, but helps organizations grow and retain employees, a result Dee Dee's clients and audiences know well.

For information on authentic inspiration to make service, leadership and life great, go to www.DeDeeRaap.com.

