



# How do Leaders Inspire?

## Why is this important?

Whether you are in a position of leadership or not, there are so many opportunities in life to step up and lead. People want to follow good leaders, but be careful who you follow! I witnessed a busy crossroads on our high street on a Saturday afternoon, many people waiting for the green man. One person stepped out on the red man and a number of others followed. Now he may have looked both ways and risk assessed it, but how many were influenced by his act?

Why is it that some people are very successful? There must be a pattern of thinking, acting and behaving that we can learn from.

**Definition of leadership:** There are 1000s of books, theories and therefore definitions of leadership. The definition we offer is: The ability to inspire and lead. The process of influencing the behaviour of people.



***"My only concern was to get home after a hard day's work." Rosa Parks***

Who was Rosa? How did she lead and influence the behaviour of people?

*She was a seamstress living in Montgomery Alabama who became famous for her arrest on December 1st 1955 for refusing a bus driver's order to give up her seat to a white person. She was subsequently convicted for disorderly conduct. It became a call to action for others and inspired*

*Martin Luther King to lead a successful year long bus boycott, which ended the segregation practice. When Barack Obama made his inaugural speech he spoke of her and on her death said "She was a giant, her lifetime of activism and her single moment of courage continue to inspire us today. Her brave actions reminds us that we all have personal responsibility to stand up for what is right."*

We were inspired by her actions, she asked the why question, why should I give up my seat, she had a purpose, a cause to end segregation and she had belief in her rights.

So we wrote our why and purpose at W2: ***Everything we do will help facilitate people to be their best, to improve lives and improve results***

**Who do you recognise and nominate as a successful leader? What are their traits?**

We often ask that question during our leadership workshops, and many examples are offered; a current or previous boss, a family member or historical or current public figure. Two that are often identified as excellent leaders are Winston Churchill and Alex Ferguson, their key trait people recognise is said to be determination.



We believe that if you look for excellence, seek it out and really study how it is achieved, you can then model it!

***"Good leaders hold personal values around trust, respect and honesty whereas outstanding leaders understand how to create the conditions for exceptional performance and facilitate engagement.***

***Similarly, outstanding leaders value the challenge of being seen to be transparent, fair and trustworthy".*** Source: The Work Foundation

### **Who are you as a Leader?**

Whether you are making a site or client visit or engaging with staff and colleagues, *Logical Levels of Leadership* is a tool used to demonstrate your visible leadership, build rich relationships and develop trust with personnel.

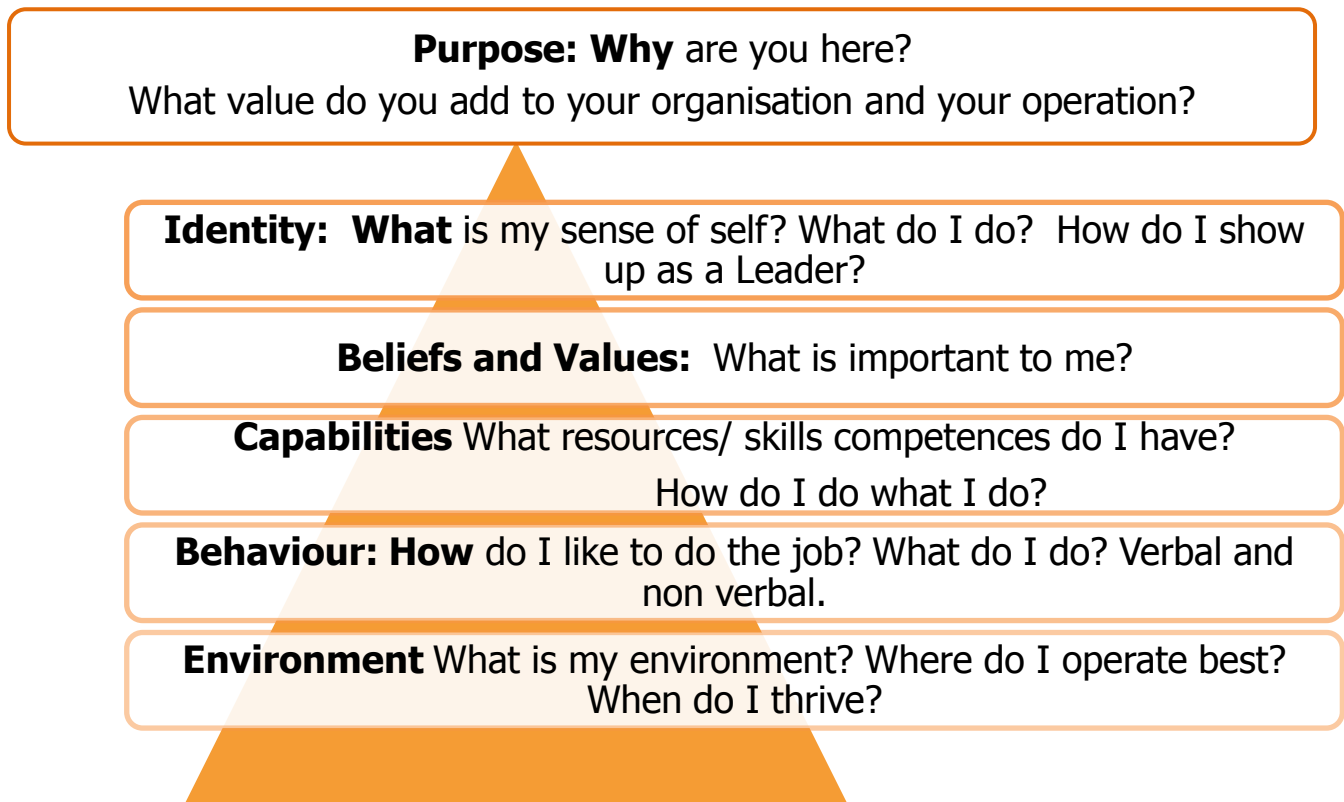
To build effective relationships, people need to trust you and have rapport with you.

### **How do I do that?**

*Logical Levels of Leadership* gives us a model to think about ourselves, our team and organisation. Start with yourself, as change comes from within.

The goal is to start with deeper questions. Why do you do what you do? What is your purpose? How do you do what you do? What is it that you do? Where do you thrive?

## The Logical Levels of Leadership



Source Sue Knight NLP at Work

We love to learn from others and recommend that you read Sue Knight's great book and watch Simon Sinek's TED talk "How great leaders inspire action."

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

*We have been privileged to meet many inspiring leaders in our journey of 24 years. An example of excellence we worked with in the construction industry is John, a Sales Director of a Piling company with the worst performance of their peers in their industry sector. Eleven of his people were injured in one year, and he directly felt the effect of the poor QHSE performance through the threat of losing some major clients. He decided enough was enough. His big why and purpose became to ensure "No Harm to Anyone" He was motivated to inspire others and he led a transformational cultural change programme. Less than two years later they achieved a 12 month incident free record, with workforce engagement and profitability significantly improved, and the company was recognised as a leader in the piling industry for Q,H,S,E performance. Leadership is key and it can come from any one passionate and committed individual who has a big why and works with purpose to inspire others.*

## **Actions and Applications**

We hope you are inspired to take action and to consider your leadership, why, what and how.

Identify examples of excellence in leadership. Who is your nomination and what are their characteristics?

Can you identify their personality DiSC preference? Dominance, Influence, Steadiness, Conscientiousness (take a look at STEP Up tool Understanding self and others)

Take time to consider and write down your own logical levels.

Consider the people you lead, your followers. Do you know their logical levels? Do they know your purpose your why. How inspired are they? How will you better know and therefore inspire your people?

We encourage you to watch the great Simon Sinek Ted talk on the importance of knowing and articulating your why to inspire others.

**Good luck in you leadership journey and never stop learning!**