



# THE EVER CHANGING BUSINESS ENVIRONMENT



# FOR TODAY'S LEADERS

# THE EVER CHANGING BUSINESS ENVIRONMENT

*that influences the leadership factor*

Today the business environment is ever changing. It is becoming more and more difficult for businesses, whether large or small, to survive in the market place. When looking at the statistics, they can be frightening. However, with strong leadership and knowing how to lead your company, success can be right around the corner!

Leadership is the force behind successful organizations. Without strong leaders, a company can quickly go falling to pieces. Leaders have the power to make things happen and they have a strong influence over the future of the organization.

## **TOO MANY COMPETITORS?**

The amount of competitors out there can be overwhelming and it is so easy to get caught up in being the underdog and just going with the flow of those around you. Dare to be different! Be a leader that your company wants to follow. Let your competitors push you to do better and to stand out. Many businesses do not survive – make it your decision to lead your company in such a way that your business is one of the ones that does.

## **COMPLEX CUSTOMERS**

Your customers should always be first priority. That is why it is crucial that you are able to understand what your customers want and what they are looking to receive from your company. Not being able to understand your customers' needs and desires puts your business on the fast track to struggling to survive in the business world.





### **MARKET RESEARCH**

Keep up with the times! As a leader, make sure that you are always aware of your ever changing environment. If the industry is changing and you aren't on board or ahead of the change, your business will struggle in so many ways. Today's market place is a sprint, you don't get a lot of time to pace yourself. When something changes, make sure that your company is flexible enough to adapt.

### **LACK OF CLEAR GOALS AND STRATEGY**

Having a vision for your company is crucial to success. If you have a plan as to where you want to be in five, 10 or 15 years, then you are on the road to achieving your goals. However, only having goals will not help you down the path to success, you need to have a strategy as to how to get there. Goals and strategy go hand and hand.

Not having goals or a strategy to achieve those goals is a quick way for your company to get left in the dust of this constantly evolving business environment. As the leader, it is your job to establish goals and the strategies to achieve these goals so that your business will be set above the rest.

### **LEADERSHIP VISION IS KEY**

If a company doesn't have a vision, the issue begins with leadership. However, when your company has a vision then there is a way to move your company to the next level. Moving onto the next level can put you above the rest. There should be a dream of what you hope your company will be some day and the morals you want to uphold within your company.

Leadership is the most important factor in achieving and sustaining organizational success. Without strong, motivated leaders, a company is quick to fail. The business world is in a sprint and it does not wait for anyone to catch up. Change is inevitable so when it occurs, always know how to be ready to reach the next level of success.

# “IF YOU CAN DREAM IT, YOU CAN DO IT”

## SIX PRINCIPLES OF EMPOWERING LEADERS

As a leader, it is easy to get caught up in the “me” mentality. That is, your employees are there to serve you and do just as you say. But being a good leader is not about being in control, it is about knowing how to guide a team towards a common goal. Leading by example is what makes your employees want to work alongside of you and it is what will move your business to success.

### *Empowering Leaders Have a Driving Passion To Realize Their Vision:*

Walt Disney was one of the most powerful visionaries in the past century. He changed the film media industry. If you think about it, however, he could not have solely invented The Walt Disney Company alone, he needed people of all different gifts and talents to work along side of him. If you are passionate about your vision for the future of your company then you can succeed and create whatever you want!

### *Empowering Leaders are Egoless and Humble:*

When meeting with your team, it is crucial to “leave your title at the door.” This means that the input of the young, college intern is of the same importance as that of the CEO. When everyone is on an equal playing field, ideas flourish and company moral increases. Humble leaders are much more likely to gain the trust and respect of their employees than leaders who are controlling and egotistical. Be the leader you would want to work for!

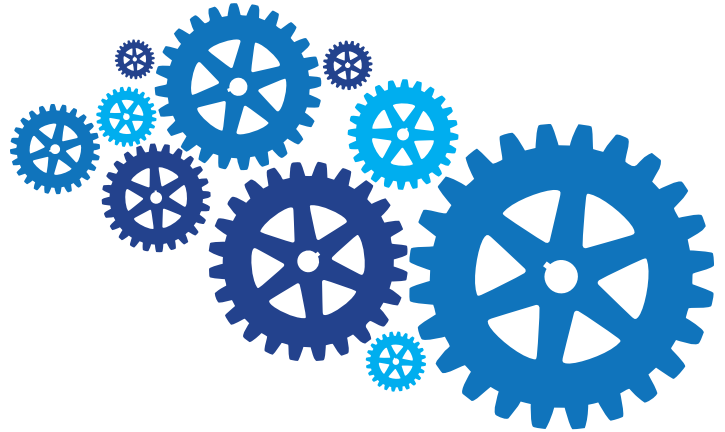
Negative vibes travel fast. When someone complains, it is much easier to jump on the bandwagon and whine about how difficult something is rather than be the person who puts on the smile and gives the glass-half-full mentality without being annoying. As the leader, you want your employees to be drawn to you.

Empowering leaders drive people to flourish within the company. Utilizing different gifts and talents as well as being respected by your employees, is crucial in being a leader that can build connections and generate commitment within their team.



### ***Empowering Leaders Build and Sustain Trust with Their Followers:***

There are many attributes that make a great leader; however, there is one characteristic that stands above the rest: Trust. Trust is the only way to truly get the results you want. You could have a stellar team, great communication skills and influential insight but if people don't trust you then your results will never flourish to the extent that you want. Trust affects the bottom line.



Sustaining the trust of your employees and followers, you need to have a relationship with each of them as well as have a strong character. People notice when someone does the right thing opposed to just doing what is easy.

### ***Empowering Leaders Unleash the Commitment and Motivation of Their Followers:***

People believe in those who stand in face of hardship. Showing that you are committed to your vision builds trust because it proves that you are reliable. It is important to motivate your followers and one of the best ways to do that is by sacrificing the easy thing for that of the greater good. There are many influential people who had followers through difficulty, such as: Martin Luther King, Jesus, Abraham Lincoln, Adolf Hitler, George Washington, and the list goes on and on. You recognize the names of each of these people because of their commitment to what they believed.

You don't have to be a world leader in order to have followers and those who are committed to your cause. It all begins with your character and the strength you have in the midst of adversity.

### ***Empowering Leaders are Organizational and Social Architects:***

Be creative! Do something others are too timid to try. It is crucial to be an organized leader but also not to be a perfectionist. Mistakes build your team closer together. When you are organized, it helps your team to move in the right direction. A very important part of being a leader is to build connections with others and pour into those relationships.

### ***Empowering Leaders Act from Positive Beliefs about People and Situations:***

Negative vibes travel fast. When someone complains, it is much easier to jump on the bandwagon and whine about how difficult something is rather than be the person who puts on the smile and gives the glass-half-full mentality without being annoying. As the leader, you want your employees to be drawn to you.

Empowering leaders drive people to flourish within the company. Utilizing different gifts and talents as well as being respected by your employees, is crucial in being a leader that can build connections and generate commitment within their team.



[360HPL.com](http://360HPL.com)  
800-374-2879