

LEADERSHIP

There are managers, and there are leaders.

They both create dreams. The difference is that a manager manages the dream, and a leader makes the dream come true.

David Kalstrom / President - Outbound Excellence

LEADERSHIP

If you want to be a Leader, follow me.

I will not let you fail.

I will show you how to make your dreams....
come true.

MANAGER VS. LEADER

The terms manager and leader are
synonymous.

However, although there are many shared
traits, the skill sets are not the same.



**Sales Management
Training & Development**

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

MANAGERIAL TRAITS

"Most of what we call management consists of making it difficult for people to get their work done."

Peter F. Drucker

"A manager develops people. Through the way (s)he manages (s)he makes it easy or difficult for them to develop themselves. (S)He directs or misdirects them. (S)He brings out what is in them or (s)he stifles them. (S)He strengthens their integrity or (s)he corrupts them. (S)He trains them to stand upright and strong, or (s)he deforms them."

Peter F. Drucker

As Managers You Are Asked To Be / Do A Lot Of Things:

- **Clairvoyant**
 - **Predict**
 - **Plan**
- **Coach**
 - **Train**
 - **Encourage**
 - **Discipline**
- **Counselor**
 - **Motivate**
 - **Set examples**
 - **Provide direction**
 - **Provide inspiration**
- **Facilitator**
 - **Anticipate potential problems**
 - **Intervene in tense situations**

Always Dealing With People!

What traits
DIFFERENTIATE
a Manager from a Leader?

Manager / Leader Contrast

Manager

- Administrates
- Focused on structure
- Focused on process
- Focused on tactics
- Gives direction
- Follows the guidelines
- Maintains the “system”

Leader

- Innovates
- Focused on people
- Focused on substance
- Focused on strategies
- Asks questions
- Uses the guidelines
- Develops the “system”

Characteristic Differences Between A Manager & A Leader:

LEADER

The New Way
(Take A Chance)

Individualism

Venture-Uncertainty

The Big Picture

Aggressiveness

Assertive, Competitive

vs

vs

vs

vs

vs

vs

MANAGER

The Old Way
(Play It Safe)

Conformity

The Book-Certainty

The Details

Defensiveness

Cautious, Conservative

The logical conclusion is to be a

MANAGER

- ❖ Concerned With Task
- ❖ Short Range View
- ❖ Needs Rules
- ❖ Rigid Structure
- ❖ Fears Mistakes
- ❖ Stable Environment
- ❖ Relies On Controls
- ❖ The Bottom Line
- ❖ Is Reactive
- ❖ Does Things Right

LEADER

- ❖ The BIG Picture
- ❖ Long Range View
- ❖ Needs Risks
- ❖ Flexible Structure
- ❖ Welcomes Mistakes
- ❖ Dynamic Environment
- ❖ Inspires Trust
- ❖ Sees The Horizon
- ❖ Is Proactive
- ❖ Does The Right Things



**Sales Management
Training & Development**

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

***Since Leadership Is A
SKILL,
It CAN Be LEARNED.***

That's Right!!!

***One Is Not Born An Effective
Leader, Rather One Learns
How To Become One.***

*The First Step In Becoming An
Effective Leader Is To
Understand The Basic Skills
Required For Effective
Leadership.*

Characteristics of Effective Leaders

- **Character**
 - Values
 - Honesty
 - Principles
 - Morality
- **Empathy**
 - Understanding
 - Compassion
- **Wisdom**
 - Applied Knowledge
- **Intellect**
 - Always Learning
- **Judgement**
 - The Courage To Act
- **Charisma**
 - Communication Which Generates Action
- **Vision**
 - Direction For Self & Others

Leadership Constants

- ❖ **To Be A Leader You Must Have Followers**
- ❖ ***To Be A Leader You Just Can't Wing It,
You Must Have A Destination In Mind***
- ❖ **To Be A Leader You Must Have Results**
- ❖ ***To Be A Leader, You Must Know Yourself
Through Others Eyes.***
- ❖ **To Be A Leader You Must Understand What
Motivates Your People And Your Leader.**

*A Manager Can Possess All The
Traits & Skills Of A Leader, But
Will Never Become An Effective
Leader Until He / She Can Use
Those Skills To **MOTIVATE** Others
To Achieve Results.*

***"What's Gone Wrong?
Why Do So Few Companies Actually
Make Use Of The Greatest Competitive
Weapon Of All –***

***The Powerful Resources Of Motivated,
Energized, Cooperative, Trusting People?"***

William Skinner (Professor Emeritus)

*There Is A Very Simple, Exact, And
Error Free Method For Selecting
The BEST Manager To Develop
Into Your Finest Leader.*

The Question Is This...

***Which Of My Managers Has Consistently
Demonstrated The Ability To Produce
Extraordinary Results, From Ordinary People?***

***The Answer To That Question Will Provide You
With The Person That Will Produce The Most
Effective Results As A Leader.....
Every Time!!!***

***Once You Have Selected
The Best Leadership Candidate,***

***You Must Then Decide If That
Candidate's Leadership Style Will
Develop, Or Detract From The
Corporate Culture.***

Does the Leadership Style “FIT” the Leadership Opportunity

Authoritative

- ❖ Tell
- ❖ Things
- ❖ Technical /
Intellectual Skills
- ❖ Confidence In
Myself

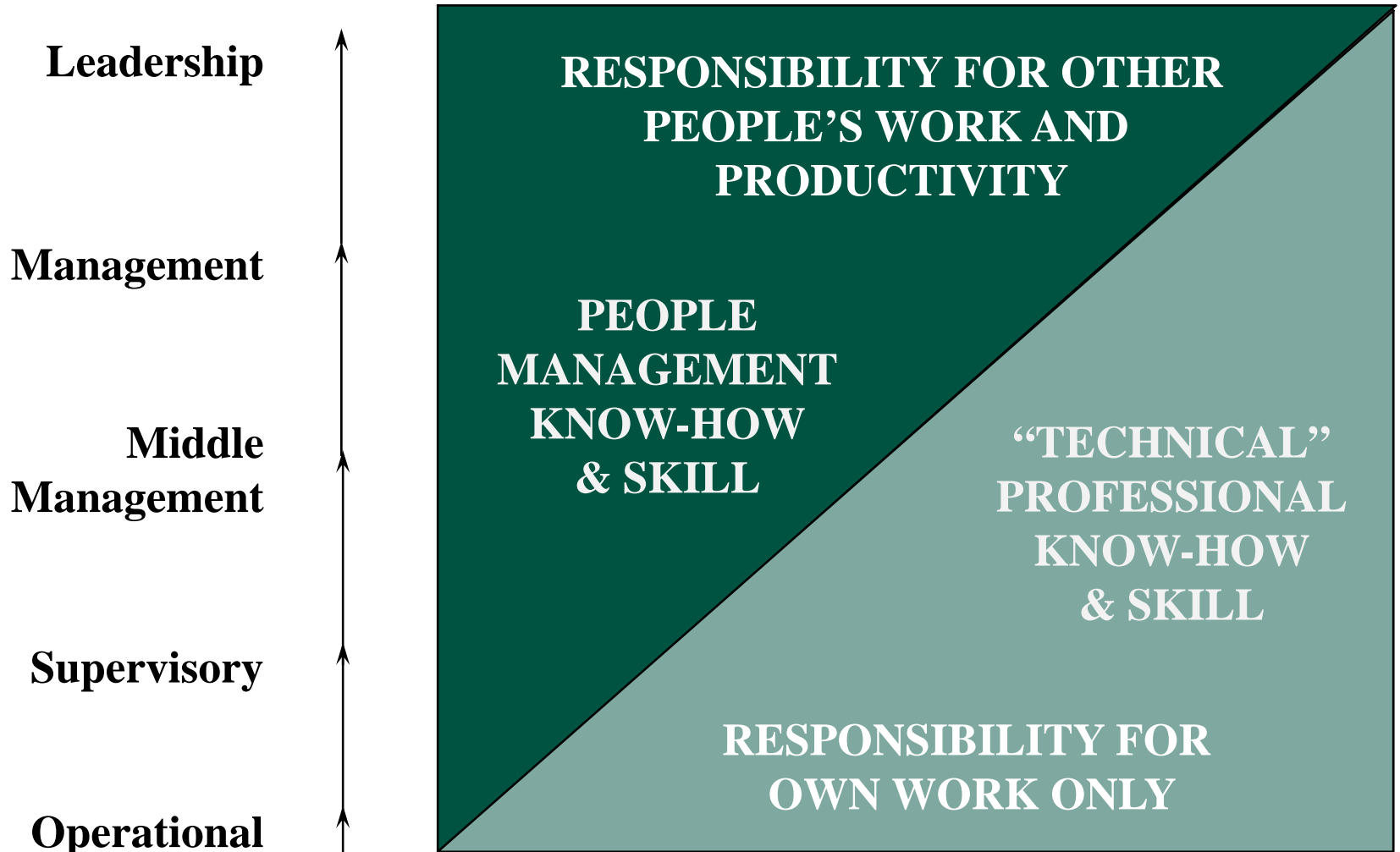
Persuasive

- ❖ Sell
- ❖ People
- ❖ People Skills
- ❖ Confidence In
Others

***If The Fit Is Right, The Final
Decision Is Up To The Manager.***

***Is He / She Willing To Travel The
Long And Arduous Journey,
Realizing That There Are NO
SHORTCUTS Along The Way.***

Career Development



***Once Committed, The Manager Must
Be Willing To Adhere To The
“Golden Rule” Of Effective
Leadership.***

***For If At Any Moment The Rule Is
Lost, So Also Is The Ability To Be
Effective.***

***The Golden Rule Of Leadership
States That “It Is Not The
Difference Between A Leader And A
Manager That Is Important.***

***But Rather What They Have In
Common.***

***Which Is That Neither Can
Achieve Excellence, Without
The Help Of The Other.***

***It Is A Fundamental Law Of
Nature***



THE GOOSE STORY

Next fall when you see geese heading south for the winter flying along in a “V” formation, you might be interested in knowing what science has discovered about why they fly that way.

It has been learned that as each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in a “V” formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own. (People who share a common direction and sense of community can get where they are going quicker and easier, because they are traveling on the thrust of one another.)

Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to do it alone, and quickly gets into formation to take advantage of the lifting power of the bird immediately in front. (If we have as much as sense as a goose, we will stay in formation with those who are headed the same way we are going.) When the lead goose gets tired, he rotates back in the wing and another goose flies point. (It pays to take turns doing hard jobs - with people or with geese flying south.)

The geese honk from behind to encourage those up front to keep up their speed. (What do we say when we honk from behind?)

Finally (now I want you to get this), when a goose gets sick, or is wounded by gun shots and falls out, two geese fall out of formation and follow him down to help and protect him. They stay with him until he is either able to fly or until he is dead, and they then launch out on their own or with another formation to catch up with the group. (If we have the sense of a goose, we will stand by each other like that.)



**Sales Management
Training & Development**

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

**Looking For Ways To Increase
Profitable Sales & Customer Growth**

**Let Us Custom Design A Profitable
Sales & Customer Growth Solution**

**That Will Meet The
Unique Business Needs Of Your
Outbound B2B Telephone
Sales Organization**



Sales Management Training & Development

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com



David A. Kalstrom

**Profitable Sales Management
Training & Development Specialist**

Success@OutboundExcellence.com

1-877-337-2674

Copyright 2008 by Outbound Excellence, Inc. * All rights reserved. No part of this document may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage or retrieval system, without permission in writing from the publisher. For further information call Outbound Excellence at 1-877-337-2674.