

PRINCIPLES OF LEADERSHIP

1. Influencing, Motivating, Inspiring and Encouraging Others

a. Getting the Support (Influencing): Making things happen

As your influence increases, so does your ability to make things happen. Remember Princess Diana? Princess Diana was not a Washington politician or the President of any Country, yet she was very influential as a supporter of the international campaign to eradicate the use of landmines.

You can use your influence to bring matters to the attention of the public and to those persons who are in a position to make the changes that you want to see happen; especially if you do not have the power to make those changes yourself.

True leadership comes only from being able to influence others. You can assign management responsibilities, but you cannot assign true leadership. Leadership is about influencing others to subscribe to and follow you and your ideas. Management is about maintaining a system of procedures and practices, and maintaining the direction that was set by a leader. To change the direction you need to be able to influence others to make the change.

b. Getting the Action (Motivating): Stimulating the emotions and desires of your people

One of the greatest secrets of any successful salesperson is his or her ability to stimulate the emotions of the prospect. Experienced Real Estate Agents will tell you that people buy houses on emotion. If you can stimulate the emotions of a prospect so that he or she feels good about the transaction you want them to enter into, you have completed the greater part of the sales process.

The sale of a Life Insurance policy is probably the most difficult transaction to consummate. Getting the appointment is a job in itself. But if you can motivate a prospective client to feel good about leaving an estate for their spouse and children, and satisfy their desire to do the right thing for their family, you will close the sale.

However, you must remember that before you can even think of motivating others, you must motivate yourself! Your motivation must

be so high that it becomes contagious! Nobody is going to be influenced or motivated by a doubtful, disillusioned, uncertain salesperson. In fact, such a person will not be a salesperson for long.

I have used the sales process to demonstrate the importance of motivating others. But whether you are seeking to move someone to purchase a product or take some other action, the principle is the same, you must be able to motivate a person by stimulating their emotions and desires.

c. Getting the Follower: Inspiring, encouraging and giving people hope

I believe there are millions of people who get up every day hoping and praying that they could somehow become associated with someone who could lead them through the complexities of this life. Churches are filled with people who are seeking answers to their spiritual, financial, and emotional needs. Others just need a shoulder to lean on for a moment. They need a handshake, a hug, or simply a few words of encouragement to get them through the day.

If you are succeeding as a leader, you need to know that part of your responsibility as a leader is to be caring about others. This does not require that you be in a better position financially or spiritually than the people you meet every day. You may be stronger and more capable of dealing with matters that would cause others to stumble.

But if you believe that you have something valuable to offer others and that those people will benefit by following you, then you need to let people know that you are here for them. Let them know that you will also be there for them in the future when things might not be so rosy.

A leader is not fulfilling his or her role as a leader if no one is following them. You may have all the qualities of a great leader and get up feeling frustrated every day that no one is following you. I guarantee you that if you begin looking for people to whom you can give a word of encouragement or comfort, you will find more in one day than you have time for. Further, you will develop a following that will motivate you, strengthen you and give you every opportunity to demonstrate the true qualities of a leader, which is to help others achieve their goals and objectives.

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