BUSINESS JOURNAL

Vol. 18 No. 12 @ 40 PAGES

www.bizjournals.com/baltimore

AUGUST 11-17, 2000 \$1.25

Wanted: Leadership with a motivation for excellence



People Sense Lorinzo

Foxworth

Will the real leaders of the future stand up? I'm not talking about the director or president. I'm talking about the leader that motivates others to action. Please stand up, leaders who have passion and conviction about the companies you work for. Will the leader who is a risktaker, a giver, a visionarv and a learner stand

front and center?

We're in times of flux in the forem of people management. These complexities compel leaders of yesterday, today and tomorrow to have the proper level of selfmotivation in order to effectively lead tomorrow's work force. The workplace is in search of leaders with excellence and passion for success. Are you this motivated leader?

Many of the challenges for attracting and retaining quality staff, correlate directly to effective leadership or lack thereof. Management has thrown all the material incentives to employees that they can. What hasn't been addressed as a priority in people management - and as a resolve to employee retention - is leadership motivation.

Management has thrown all the material incentives to employees that they can. What hasn't been addressed ... is leadership motivation.

When provided a survey on motivation, 53 percent of employees answered that they associate leaders with innovation, motivation, new ideas, change and solutions. Yet when asked to describe

characteristics their manager displays, 61 percent of employees responded with stressful, controller, status quo and threatening.

So how does a leader for the future remain leaders in the field one hundred percent of the time? Simply by adapting these simple P.E.A.C. Performance Principles:

Lorinzo Foxworth is partner at Synectics Trainers, and conducts management, motivational, and customer service seminars for organizations. He can be reached at (410) 655-3869, or via e-mail to FOXLK@aol.com.

- Purpose. Leaders must regularly ask themselves why they do what they do. Understanding that the skills, abilities and attitudes they possess have a direct impact on the performance of the people they serve. The main point for leaders is understanding that they have "gifts" to give. Purpose indulges that leaders must have complete passion for the organization's goals and objectives, and align them with their own. If you're short on purpose, you're robbing the team of its true potential.
- Empowerment. Leaders should command and demand the authority to act, to do and to make things happen. This requires autonomy and responsiveness incumbent with this power. Respectively, leaders must deliver the goods when empowered to be, to know and to do in their profession.
- Action-oriented. Leaders have to be movers and shakers. Want to lose employees? Assign them a deadbeat supervisor. Ever noticed the runner on first base whose job is to get to second? He won't get to second if he keeps his foot on first. A leader must make progressive moves to better serve people, motivate staff and learn new processes. A little fun is appropriate, so celebrate wins.

- · Committed. If you have been in your job for years, your commitment to excellent may wane at times. Therefore. a challenge, adventure or change in operations might be the catalyst you need to instill commitment. On many speaking engagements. I leave my audiences with this thought on commitment: "The chicken that lays the egg is involved. The cow that provided the steak was committed." I love steaks. how about you?
- · Change Agent. Leaders who know that they're responsible for motivating their people will question the status quo. They'll go where others won't, do what others don't, design what others draw. and "break things not broke." Get rid of the old "We don't do that around here attitude." Instead, sound off with. "That sounds like a great idea, lets research it more." These comments are stimulating for employees to perform better and suggest ideas in support of company goals.

I remember my first pick at leadership and people management. I had a choice of firing people, or "fire 'em up." I chose the latter. The question for leaders of the future is, "Will you lead by motivation or destroy by termination?" The leaders who will make heroes of others will commit themselves to motivation and excelling in P.E.A.C. performance. In the end, you'll all say that you built the company together.