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L.E.A.D. Part 11: How to Become a Leader

A leader . . . to be or not to be; that is the question! We have heard this asked before, perhaps in another context but aptly applied here. In other words, what does it mean to be a leader? And how does one go about becoming one?

Every emerging business or organization has to seriously consider these questions in an attempt to grow and thrive. From the early stages of an enterprise as it grows, what a leader is and does will most likely change significantly. The systems that need to be developed and implemented will require executive attention. The goal is for these types of duties to require managerial attention relieving the executive to focus his/her energy elsewhere.

What ideally does an executive do? How does he/she run a business or organization? The goal for the leader of emerging, growing enterprises is: **BE MORE. DO LESS.** This can seem impossible both due to finances and the tendency of many of us to do, do, do. We get caught up in the necessary tasks of running and growing our venture. The real needs of executive and leadership energy get too easily side tracked.

It is undeniable that there is this phase during which systems are designed and implemented; policies and procedures are established. But at some point, the leader must shed the garment of 'doing' and don the mantel of 'being'. What does 'being' involve?

Being a leader means to be:

How to Become a Leader:

**DETERMINE
DISTRIBUTE
DELEGATE**

- The conduit of creative ideas for the business venture or organization
- The public presence of the company
- The face of corporate identity
- The liaison between the community and other businesses/organizations
- A community leader

To achieve all of this, the jobs of running the daily operations need to be *determined, distributed* and *delegated*. When that is achieved, a leader can fully be the beacon of light that he/she is meant to be.

Alison*s Art, Inc. **MARKETING BYTES Business Marketing System** can assist you in becoming an effective leader. Visit our website to learn more *for the success of your business, organization, projects, events and ideas!*

** We think outside the box for your success!*

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