

The Little Guide to Leadership

by
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www.LittleGuidetoLeadership.com

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About the Author: Tony Benitez



During 25 years of working in the financial and insurance industries, Tony has not only been a leader, but has taught others how to lead. He has developed and conducted a huge variety of diverse training programs and workshops around the world on Strategic Planning and Leadership, in addition to topics such as Quality Management and Change Management. His main areas of expertise are in the fields of strategy, transformation, change management and, of course, leadership. Tony is currently the CEO and Managing Partner of Ancora Management Consulting.

Preface

“Learning is like rowing against a current. As soon as you stop, you drift backwards.”

Lao-Tse, Chinese philosopher

I decided to write *The Little Guide to Leadership* to consolidate my personal learnings and attempt to crystallise what makes a great leader. I came to the conclusion that there is no right way or perfect way. And I think that's ok!

Whichever leadership book you read, whatever course you attend, whomever you would like to evaluate as a leader, it boils down to YOU. **Leadership is who you are.** Leadership is a personal journey built on your own personal truths, which continue to shape YOU as an individual.

During the past 25 years I have worked for leaders, consider myself a leader in my practice and teach on the subject of leadership, so I profess to have a modicum of experience and expertise on the subject.

Over the years, I have kept a log with snippets of my personal leadership learnings and reflections. These serve as a constant reminder of what leadership means and allows me to consolidate my leadership learnings into my personal leadership manifesto.

What has it taught me? Well, quite simply that to become a better leader you have to become a better person. I will always consider myself to be a 'work-in-progress', and freely admit that I haven't always got it right, but I genuinely believe that applying what I have learnt has made me a better leader, and will help me improve further in the future.

Sharing is part of my leadership manifesto, and so now I would like to share with you what I have learnt.

Keep this little guide close... I hope that you find it a stimulating and enjoyable read. As you flick through the pages find time to reflect and ask yourself:

What does this attribute mean to me? How can I apply it to make me a better person and ultimately a better leader?

1. Personal Beliefs



Your behaviour reflects your Beliefs and this forms your Standing

- ◆ **Understand what you stand for.**
- ◆ **Know your boundaries and that which is non-negotiable.**
- ◆ **Live your Beliefs, no matter what.**

Establish your Leadership Boundaries

I can recall very early in my professional career being impressed by those leaders who knew what they stood for, which nowadays is commonly referred to as **authentic leadership**.

These are leaders who uphold their own personal set of values, which they define through their actions and which they will rarely compromise. They have well defined ‘U-brands,’ a distinctive mix of professional discipline and consistent behaviours.

When people know what you stand for, which by the way is only achievable through consistent action and behaviour, you will gain trust and respect from those that share your beliefs. However, don’t assume that you will resonate with everyone – Remember each person has his or her own truth!

Understanding what you stand for as a leader is the starting point, but the key question is: How do you go about translating your leadership beliefs into sustainable **action**?

The answer is by establishing your **Leadership Boundaries**. Simply put, these are descriptions of your beliefs; clearly laying out what you deem to be acceptable (negotiable) and not acceptable (non-negotiable) for each belief. They are **statements** of your professional and behavioural expectations and are split into four categories:

1. How you behave towards others and expect others to behave towards you.
2. How you organise yourself on a daily basis and how you expect others to be organised.
3. How you go about learning about your business, and your learning expectations of others.
4. How you expect to perform on a sustainable basis and how you expect others to do the same.