

Leadership Must-Do's That Produce Great Results!

Week 1

#1 Be an Aggressive, Action-Oriented Leader

Webster's Dictionary defines "aggressive" as someone who is assertive, bold, energetic, or vigorous. The word "aggressive" can also have a negative connotation such as hostile, invasive, or invading. Think of invading as a way of leaving your office to intentionally inspect something, not in the hostile sense.

Are you action-oriented? This requires action on your part, not the part of your owner, franchise manager or regional manager. This requires you to take action intentionally on your own without the guidance.

Examples of an aggressive, action-oriented leader:

- ✓ *These leaders are intentionally out of their office several times a day seeking out areas that need to be improved, maybe even tweaked slightly for better results. These areas of opportunity could be landscaping, curb appeal, cleanliness, maintenance concerns, capital projects, employee issues, guest perception, inspecting and teaching. These leaders INVADE comfort zones and INVADE parts of the hotel that need checked and shown the attention of a driven leader.*
- ✓ *Action-oriented leaders expect action on the part of their staff. They will be the leaders who spend a majority of their time inspecting work quality and quantity. They hand out check lists of necessary "Action" items. They require deadlines. They are persistent. They follow-up.*
- ✓ *Aggressive leaders do not wait for their boss to give them direction. They are constantly in the act of performing and actively remaining one step ahead of the competition.*

Are you this type of leader? Are you assertive, bold and energetic? Do you invade other people's areas and comfort zones, inspecting for quality and consistency?

Do your department heads exhibit this type of leadership? Do they act in this way each and every day because of your example and accountability?

As a leader, have you painted a clear picture that action-oriented leadership is the expectation at your hotel?

#2 Great leaders CARE, but They Remain Who They Are - The Leader

Great leaders care about their team, they care about their team's lives, families, and what is important to them. They care about their team's development, growth, and contribution. They also care about their property, guests and owners. They care about the company they work for and the reputation and culture for which is embraces.

Caring requires action, without action, the caring is fruitless and probably doesn't exist. Some leaders have a false-sense of caring and this should be avoided. So what type of action is the result of a leader who really cares?

1. They communicate with their team in a positive way that builds them up rather than tear them down. But they are also truthful with their employees and sometimes the truth hurts. But a leader who truly cares about the team, owners and the guests will communicate the truth at all times whether it is good or bad.
2. They teach. Leader's who care, teach their team. They coach them in the right direction, tell them what they are or aren't doing well. It is a constant, consistent line of training. By coaching the team, the leader is preparing them for a better working experience, more opportunities and a happier work environment. Good employees respond well to great training and learning environments.
3. Leaders who care are not passive leaders. Caring leaders do not sit back and become reactionary. You've heard the old saying, "Bad things happen because good men choose to do nothing." This is true in our business as well. A leader who is not aggressive and not action-oriented is probably not very caring about the operation, employee development, guest service and owners return. By being action-oriented, it shows you truly care about your operation and you desire success in every aspect of the hotel.
4. Caring leaders take time to doing special things for their team. Birthday cakes, ice cream socials, cook-outs, special recognition, holiday celebrations, award celebration, new hire orientation and anniversary parties.

5. Leaders who care, embrace the culture of the company. You cannot be a rebel within your organization. You must embrace the philosophy and the culture. This means embracing the company, embracing the franchise and embracing the culture and values they uphold. Teach the team the culture, live it, embrace it. Make the most out of your opportunity and care.