

MAXIMIZING LEADERSHIP

KEYS TO MAXIMIZING LEADERSHIP

1. Focus on a small number of **vital behaviors** that will help achieve desired results
2. **Overdetermine** change by leveraging **6 sources** of influence that both **motivate** & **equip**.

		Motivation	Ability		
VISION		1 Make the Undesirable Desirable Speak a compelling vision clearly, passionately, & frequently.	2 Surpass Your Limits Provide a clear path to follow & simple, measurable job descriptions.	TRAINING	
MOMENTUM		3 Harness Peer Pressure Ensure others encourage the right behavior & discourage the wrong.	4 Find Strength in Numbers Empower others to provide the necessary help, info, & resources.	LEADERSHIP	
CULTURE		5 Design Rewards & Accountability Reward & celebrate right behaviors & correct the wrong ones.	6 Change the Environment Create environments that reinforce and point toward the vision.	ENVIRONMENT	