

## Twenty Four Key Leadership Messages

(distilled from [High Impact Leadership](#))

1. Leaders determine how to get people & organizations to improve.
2. Leaders are to be agents for organizational change.
3. Leaders are people who, if their authority was taken away, could still achieve results.
4. Leaders continually grow through study and introspection.
  - o Learn, unlearn, re-learn
  - o Study how you feel about what you do
5. Leaders focus on how best to use their time and energy and the time and energy of others.
6. Leaders spend 50-75% of their day focusing on the top 3-4 items in their business.
  - o Review/select top items of business with your boss
7. Leaders not only do things right, they do the right things.
8. Leaders use future focus, strategic anticipation, they expect the best, but plan for the worst.
9. Leaders achieve excellence by investing additional time and energy if it makes the product, service, or outcome noticeably better for their business.
10. Leadership is the pursuit of more, better, faster and different.
11. Leaders
  - o Dare to be different
  - o Make sure they are asking the right questions
  - o Search for all the right answers
  - o Learn to act on incomplete information
  - o Are willing to make more mistakes
12. Leaders recognize that decision making is easy if you only understand part of the answer.
13. Leaders follow the adage "if it isn't broken, make it better".
14. Leaders create a sense of urgency - ask "What's next?"
15. Leaders constantly ask themselves and others what has been done to add value to the organization.
16. Leaders make the system conform to the people, not the reverse.
17. Leaders recognize you can't turn a mediocre employee into an excellent employee.
18. Leaders realize that performance is achieved through coaching, training and practice.
19. Leaders know that training is a necessity and that training is teaching people how to do what they are not already doing.
20. Leaders recognize the importance of setting goals for employees that are not easy to achieve.
21. Leaders look for ways to make what they do each and every day, matter for their business.
22. Leaders recognize that change is an indisputable good condition and to:
  - o Make change (improvement) a necessity
  - o Make the desired outcome of change clear
  - o Involve people in how change will take place
  - o Sell the benefits of change
  - o Reward those people who change (improve)
23. Leaders lead with enthusiasm.
24. Leaders create leaders.

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### A note from Mark Sanborn...



We are pleased when our readers and customers give us their feedback. Particularly when they do so in such a way that it provides value not only to us but to others as well. The following list was distilled from my video series titled, [High Impact Leadership](#). We'd like to express our appreciation to Greg Young of ENSCO (Falls Church, VA) for compiling this list. Our thanks to Greg for demonstrating High Impact Leadership!