
IDEABRIDGE



The IdeaBridge White Paper Series:
The Leadership Series:
Building Momentum



THE LEADERSHIP SERIES: BUILDING MOMENTUM

1

Summary

This article deals with the absolute necessity for Leaders to energize a group into taking action. In fact, one of the Leader's key responsibilities is to catalyze a team around the company's initiatives and to quickly build momentum.

Building Momentum/Taking Action

- The test of any Leader lies in action, not in words. An effective Leader does not overstate the promise of success for fear of disappointing others. He is slow to speak, but quick to act. He watches carefully over his words. It is a grave error to promise more than one can deliver.
- The attitude of the Leader, coupled with a positive atmosphere in the organization, can encourage people to accomplish great things. And consistent accomplishment generates additional momentum. Many times momentum is the only difference between a winning, positive, growth environment and an acidic, negative, demoralizing atmosphere.
- To be appointed to a leadership position is not sufficient to make you a Leader. You must, after being appointed, take charge and begin leading.
- Anything that hinders your team's ability to perform should be lawful prey...Track it, hunt it down and eliminate it! Especially sacred cows!
- The primary operating value expected of Leaders is to exhibit a bias toward action and a sense of urgency about their business.
- When things are running routinely, a manager can maintain the status quo. But when there is a crisis, somebody has to take charge... that's the Leader!
- Leaders perform for results, not recognition.
- Leaders must have strong personal energy to get a project up and running. They must also maintain that energy to see projects through to completion.
- You must get some early victories, some wins! People must begin to think of themselves as winners and part of a winning organization. Team building or improvements in meetings or minor processes do not qualify as early wins! Early wins should create models of behavior consistent with the leader's vision of how the company should function.
- Look for early wins where broad operational areas and processes could be changed to result in quick and substantial improvements with a minimum of effort. Maximum bang for the buck.
- You must constantly seek to build personal credibility, political influence and business momentum. People must start seeing some early wins. You must promote the perception that the company is going in promising directions.