EMERGENT PARTNERS

BEING AN EFFECTIVE DRIVING FORCE IN YOUR COMPANY: AN OVERVIEW

Part of the Emergent Partners Business Roundtable Series

INTRODUCTION

In every organization, the tone set by leadership dictates the organization's success. Positive leadership can be a benefit to an organization regardless of the direction it is heading. However, being an effective driving force for your organization goes deeper than just being positive.

Changes in Attitude Create Changes in Perspective

Effectively managing the perspective of individuals at all levels of an organization is critical to the organization's success. In order to do this, senior leadership must develop the right long-term and short-term perspective. Long-term perspective involves things such as culture, ideals, and vision. These are values that effective leaders must exhibit and use as factors in decision making at all times. Short-term perspective involves how senior management approaches more specific situations in the organization.

> *Example: A company is growing rapidly and when asked about the business, the CEO says they are "doing everything they can to hold on."*
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> "Holding on" is not an effective way of handling anything. If the same CEO takes the approach of recognizing that they are going through challenges, but assuring those challenges are not anything that the company cannot handle, the change in perspective encourages employees to follow that example and feel less overwhelmed. In this situation, a simple shift in perception allows the CEO to become a more effective driving force in the organization.

Focus on What you can Control and not on What you Cannot

It is very easy to get tied up in factors that cannot be controlled. No individual can completely control things such as market conditions, the available labor force, the regulatory climate, or geopolitical policies, even though those things can have significant effects on business. While these factors are out of an individual's control, how the organization they lead addresses those factors is. Instead of letting them solely drive the business, an effective driving force finds new ways to operate the new environment created by those factors.

Embracing the Challenge

Leading a business is one of the, if not the most, challenging tasks. This is especially true for startup businesses. It is very easy for individuals who are looked to as a driving force to let the challenge negatively affect them, which in turn negatively affects the organization. An effective driving force embraces the challenges as part of the job and strives to create new ways to address those challenges. This attitude permeates throughout the entire organization.

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