



## **Session Seven**

### **Inspiring Others to Follow You**

- ❖ **Influencing by Design**
- ❖ **Highly Effective Leaders**

**May 20, 2004**  
**1:00 - 2:30 p.m. Eastern Time**



Notes

## Six Characteristics of a Leader

### 1. A sense of mission and purpose

- A *why* that helps you deal with the *what*
- A why the person or team *exists*
- It needs to be in alignment with people's personal mission
- It leads into *goals*
- It usually involves *making a difference*

How would you define the mission of your team? How does it blend with your personal mission? What happens when they are not in alignment?

### 2. A shared vision that gives focus and direction

- A mental image of a possible and desirable future state
- A rising above mediocrity
- A direction for where you want to go
- The art of seeing something invisible

Criteria for creating a vision:

1. It needs to be short.
2. It needs to tie into your motivation and reach your heart as well as your head!
3. It needs to be visual. Paint the picture!
4. It needs to be laughable to at least one person!

What is your vision for your team? For a current project? Can you define what it is that directs where you are going? What is the most possible and desirable future state you can see? What excites you? What holds your passion?

Write a one line vision statement for your area of responsibility.



Notes

### 3. Guided by Values



#### Values are . . .

- . . . the standards and principles by which you make your choices in life
- . . . your guiding philosophies
- . . . behavior norms
- . . . the beliefs that you hold as you reach out to the world to do your work

List 5 personal values you hold that define who you are.

How do these values impact your leadership?

Describe the culture of your organization or your department. What's it like to work here? What would you like to change, if anything? What are you willing to give up to make more room for the change?

### 4. Trust of others and release of control

Listening is the basis for trust. There are three types of trust:

- ◆ Disclosure Trust
  - comfortable sharing self or opinions, without fear of criticism, judgement, or being talked about later
- ◆ Contractual Trust
  - doing what you promise
- ◆ Informational Trust
  - what you are told is true, accurate, complete
  - when asked for information, you've got it or know where to get it. It's accurate.



Notes

**Trust Busters**

- Blaming
- Judging
- Avoiding
- Sending mixed messages
- Concerned with self
- Jumping to conclusions  
without checking facts

**Trust Builders**

- Honesty
- Confidence in others
- Listening
- Openness
- Acceptance
- Congruence
- Credibility

The opposite of trust is *control*.

Everyone has control needs. Some more than others. How do your control needs affect the way you influence others?

**5. Persuasive Communication**

To feel motivated, be more productive and more customer focused, people need more and clearer information about the organization, their jobs, business and market conditions, customers and competitors. Servant leaders have ways to inform all people about what's going on and what's expected.

Communication is . . .

- The process of creating a meaning
- The forming of a **common union**
- Connecting: making it personal

Interpersonal communication is 85% of your success. It is your ability to express yourself. It includes visual, vocal, and verbal expression. It is also your energy level! Be passionate and enthusiastic. Passivity kills relationships. Learn the skill of processing. It's how you develop intimacy and get to a person's core criteria.



Notes

We *connect* with others through . . .

- Self-disclosure
- Asking questions
- Sharing information and expectations
- A commanding physical presence
- Providing feedback and coaching
- Being an active listener
- Reading non-verbals
- Holding people accountable

## 6. Commitment to Personal Transformation

Your attitude, knowledge and skills in self-management are keys to your own personal transformation. These insights and suggested actions will help keep you on the path to living and working in the way of a servant-leader.



### A. Be a life-long learner

- take ownership of your career
- have a measurable personal development plan
- broaden your interests and learn in various ways, including PE's (personal experiences) and OPE's (other people's experiences)
- get feedback from others: ask, learn and follow up

What body of knowledge do you want to develop in the months ahead?  
How do you plan to do this and what resources do you need to help you?

### B. Be an agent of change

- make your new title:  
**CTO - Chief Transformational Officer**
- understand the change process and how it affects people
- create change; look for new ways to solve problems

What do you see in your work environment that needs to change? What's no longer working? What are you willing to do about it?



Notes

**C. Be Smart - the role of Emotional Intelligence in leadership**

The four domains to building personal/interpersonal relationships:

1. Self awareness
2. Self management
3. Social awareness
4. Relationship management

Which domains are your strongest? Since Emotional Intelligence can be learned, which domains would you like to develop?



Notes

**Discussion Questions:**

What are the three most important things you can do to inspire others to follow you?

From your experience, what are the three most effective methods to communicate with your followers?

How can you and the other leaders in your home care company work together to inspire your team members to follow your lead?

**Field Work for Next Session**

For our next and final session on June 17, 2004, think about how you can effectively measure the performance of your home care team? What are your Critical Measures of Success?

# Knowledge Products to Reinforce Our Work After We Are Gone

*Elizabeth Jeffries, CSP, CPAE*



video

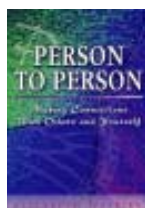


**Lydia & The Miracle of Work<sup>SM</sup>** A one-woman musical performance with a powerful message about the meaning of work! Elizabeth Jeffries is *Lydia* in this 45 minute production filmed in front of a live audience. Listen to the laughter and join in the fun as *Lydia*, one of history's first businesswomen, takes the day off from her work in 51 A.D. and comes to talk with today's working women about the *miracle of work*. Filled with stories and songs, *Lydia & The Miracle of Work<sup>SM</sup>* entertains, encourages, and inspires! It will awaken you to a whole new way of looking at work!



**The Heart of Leadership: How to Inspire, Encourage and Motivate People to Follow You...** Elizabeth shares strategies on how to lead on purpose, not by accident. This new hard cover edition is loaded with ideas and inspiration, including...

- \* Insight and guidance for establishing a mission and vision.
- \* A hands-on approach to reducing resistance to change.
- \* A formula for developing self-directed workers.



**Person to Person: Making Connections With Others and Yourself**

In this book, Elizabeth reveals the keys for successful communication... connecting with yourself and others who are important to your success. No empty theories here! You will be drawn into the book by Elizabeth's personal stories and her highly readable style. She offers practical guidance on how to take charge of your own life, how to better accept yourself and others, and much, much more!



**From The Inside Out**

An inspirational audio message and original music that inspires, encourages and challenges you to live and lead *from the inside out!*



**Feeling Great! Affirmations for Achievement**

What we say to ourselves controls much of our behavior! In this tape you will learn 45 dynamic statements to build healthier self-esteem and increase your self-confidence. Learn to talk to yourself in positive ways and watch the results in your personal and professional life. You'll *feel great...* and perform even better!

<p>_____ <b>Lydia &amp; The Miracle of Work<sup>SM</sup></b> video @ \$24.00      \$ _____</p> <p>_____ <b>The Heart of Leadership</b> book @ \$29.00      \$ _____</p> <p>_____ <b>Person to Person</b> book @ \$15.00      \$ _____</p> <p>_____ <b>From The Inside Out</b> audio tape @ \$8.00      \$ _____</p> <p>_____ <b>Feeling Great!</b> audio tape @ \$13.00      \$ _____</p> <p style="text-align: center;"><b>Save \$ 14</b></p> <p>_____ <b>Power Pack - only \$ 75</b> <b>1 of each product listed</b>      \$ _____</p> <p>KY Residents add 6% sales tax \$ _____</p> <p><b>Order Total</b>      \$ _____</p> <p>Prices Include Shipping &amp; Handling</p>	<p>Name _____</p> <p>Title _____</p> <p>Organization _____</p> <p>Address _____</p> <p>City _____ State _____</p> <p>Zip _____ Phone _____</p> <p>E-Mail: _____</p> <p><input type="checkbox"/> Payment enclosed</p> <p><input type="checkbox"/> Charge my Visa/MC account</p> <p># _____ Exp. Date _____</p> <p>Signature _____</p> <p><input type="checkbox"/> Please send information about Elizabeth's in-house programs</p>
--	--

# The Academy for Home Care Leadership

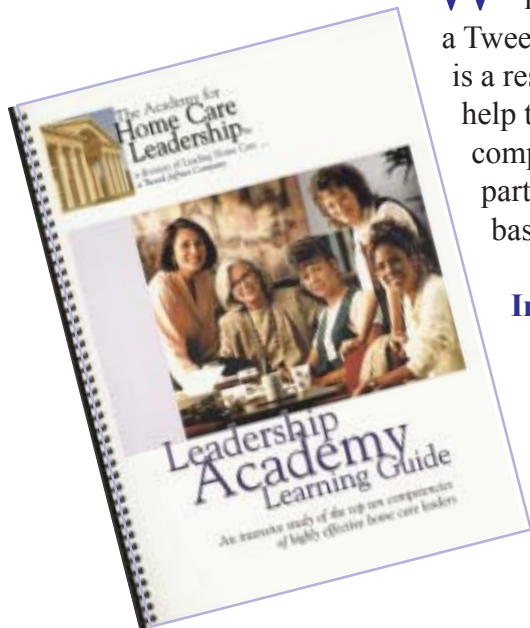
## Leadership Academy Learning Guide - Order Form

What are the most important competencies of a highly effective home care leader? Based on five years of research, the team at Leading Home Care... a Tweed Jeffries company has identified the Top Ten Competencies. Now, there is a resource available for you to develop your competencies as a leader, or to help the members of your management team develop their leadership competencies. The Leadership Academy Learning Guide is the tool used by participants in the two-day Academy for Home Care Leadership. It's also the basis for the Leadership Academy Teleseminar series.

**In this 175 page Learning Guide, you'll receive...**

### The Top Ten Competencies of Highly Effective Home Care Leaders

- A detailed description of each competency
- Examples and illustrations of how to apply the competencies
- Worksheets and planning guides
- Step-by-step guidelines for planning, problem solving & decision making
- Tools for solving difficult people problems
- A six-step "Care-frontation" script



Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

#### PAYMENT INFORMATION

Check enclosed payable to: **Leading Home Care**  
Mail to: Leading Home Care, 9750 Ormsby Station Rd, Suite 205, Louisville, KY 40223

Charge to: \_\_\_ MasterCard \_\_\_ Visa \_\_\_ American Express \_\_\_ Discover

Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing address for card \_\_\_\_\_

**Don't Delay!**  
**Order Your Copy Today!**

#### Preferred Customer Pricing

1 copy = \$39.00\*  
2-5 copies = \$35.00 ea.\*  
6-10 copies = \$30.00 ea.\*  
11 + copies = \$25.00 ea.\*

Yes! I'd like to order

\_\_\_\_\_ copies @ \$\_\_\_\_\_ each  
Kentucky Residents add 6% sales tax

Total = \_\_\_\_\_

\* Prices include FREE shipping.

#### Three Easy Ways to Order:

Fax: 502-339-2192

Phone: Toll Free 866-209-5101

Mail: **Leading Home Care**  
9750 Ormsby Station Road  
Suite 205  
Louisville, KY 40223



Notes

### **The Leadership Academy Teleseminar Series**

You are participating in a unique learning experience. There is no place else in the world where you can experience the interactive discussion of the top ten characteristics of highly effective home care leaders from the comfort of your own conference room.

Be sure to participate in the remaining teleseminars in this series:

**Schedule and Topics:** (All times 1:00 - 2:30 p.m. Eastern)

May 20, 2004 - Inspiring Others to Follow YOU

June 17, 2004 - Managing Team Performance

#### **Growing Your Private Duty Revenues: Tools & Techniques to Increase your Income through Private Duty Home Care**

May 6, 2004 - Increasing your income with 33 tips to grow your business

June 3, 2004 - Increasing your income through improved office operations

July 8, 2004 - Increasing your income through improved staffing

August 5, 2004 - Increasing your income by selling to Bank Trust Officers  
and Trusted Advisors

**Sign up NOW! for this series on how to grow your  
Private Duty Home Care Business**



## About your Leadership Academy Teleseminar Team

Notes



For the past 20 years, **Stephen Tweed** has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care... a Tweed Jeffries company*, the center for home care strategy and leadership.

Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees. He has presented over 500 keynote presentations and learning seminars for home care association conferences and corporate meetings. He has written three books and dozens of articles on strategy and leadership, and he is the father of a 33 year old son who lives in a wheelchair and uses the services of home care on a daily basis. Stephen also is serving as the Immediate Past President of the 3500 member National Speakers Association.



**Elizabeth Jeffries, RN, CSP, CPAE** is a relationship strategist and CEO of *Executive Mastery... a Tweed Jeffries Company*. She consults with and coaches healthcare and business leaders who want to master their influence with their work teams and their customers, and multiply their own performance. Elizabeth is an award winning speaker, columnist, and author of several books, including *The Heart of Leadership: How to Inspire, Encourage and Motivate People to Follow You*. Over one million people in more than 3000 presentations have participated in Elizabeth's "can-do, how-to" programs. From General Electric, to the Crystal Cathedral, and from the American Hospital Association to Churchill Downs, her clients are businesses, healthcare organizations and professional associations

### Your Moderator for the Leadership Academy Teleseminar Series:



**Dan Cassin** brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with *Leading Home Care... a Tweed Jeffries company*, and our sister company *Lighthouse Learning Systems... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville. Dan also serves as the moderator for our three different teleseminar series here at Leading Home Care.