

The Five Critical Goals of an Effective Leader

Follow Up Article to

Learn The Inner Game of Business: Yourself

In my last article, I wrote that business success is less about tactics, techniques or mechanics and more about the business leader and how they think and act.

For business owners to be successful and fulfilled, I believe strongly that they need to master 5 critical areas:

- 1) **Self Understanding.** Business leaders need to take time to slow down, reflect, face reality, and engage in self-analysis. They must seek the truth -- the good, bad and ugly. The truth about their business and about themselves. The truth about their strengths and weaknesses. This level of truth, of self-understanding, not only is necessary, it is critical to adjusting plans, strategies, goals and approaches.

Do you truly know yourself and know your business? Are you aware of your strengths, weaknesses, motivations, and mental gremlins?

- 2) **Being 100% Responsible for Your Results.** Successful entrepreneurs take 100% responsibility for their success and happiness. Period. They do not deny, dismiss or delegate responsibility or accountability. They like being in charge of their own destiny. They do not leave it to chance or others. They believe, "I create my circumstances. I am never a victim. I blame no one else for my results."

Do you truly take 100% responsibility for your success and happiness? Do you spend energy on making excuses or making money?

- 3) **An Effective Mindset.** Your mind will be your greatest competition or your greatest ally, your greatest liability or your greatest asset. How you think determines how you feel, how you feel determines how you act, how you act determines your results. Note that everything starts with your mind. Therefore, learn to think in ways that will support your success and happiness. Learn to adopt effective mindsets.

You can be "right" **or** you can be effective and successful (rich, happy, content and have joy etc.), but you can't be both. Being "right" means having to hold on to your old ways of thinking and behaving. Be open to the possibility that you don't have all the answers.

Leaders take responsibility for the results in their lives and act upon the mindset, "It will work because I'll make it work."

As a leader, you will confront problems, obstacles, setbacks, and detours. The size of the problem is never the issue, what matters is the size of you! problem?

Do you have an effective and empowering mindset of a determined business owner?

- 4) **A Bias for Action.** Successful entrepreneurs do not over-analyze situations, the marketplace, clients, opportunities, problems, etc. They take action. They get going. Even with imperfect information, they take action.

Action is almost always more valuable than inaction. Value movement over meditation. Why? Because you learn a great deal when you take action. Analyzing something to death, trying to anticipate every twist and turn, attempting to answer every potential question ahead of time is a waste of time and energy. You need to get comfortable with being uncomfortable, with ambiguity, with missing some of the pieces to the puzzle. You can't be a perfectionist. You will be paralyzed. You will fail.

Successful entrepreneurs set a goal, take action now, monitor their results, make adjustments to improve results, and take action again. They repeat the process as necessary, taking and learning from each action.

Do you have a bias for action or for analysis?

- 5) **Believe in Yourself and Your Services.** Successful entrepreneurs have healthy self-esteem. They feel worthy to be leaders. They value who they are. They value their services and know the benefits clients derive from them. They have personal credibility and confidence. They have sold themselves on themselves.

Successful entrepreneurs are willing to promote themselves and their value. They believe in themselves and their services. Unsuccessful entrepreneurs think negatively about selling and promotion. Usually, any distaste for self-promotion is a projection of one's own fear of failure and rejection. Because they are uncomfortable with marketing, they rationalize and justify why it doesn't work, why it is beneath them, etc. This is a very costly mistake.

Do you believe in yourself, your worthiness, and your services?

Again, don't try to be defensive or right. Try to be effective. You probably need to be open and try some new mindsets and approaches. We all do.

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