

# LEADERSHIP BASICS: MOVING FROM TITLE TO TRACTION CHEAT SHEET

## WHAT IS THE LEADER'S JOB?

1. Setting and enforcing standards of behavior: Set and use core values
2. Making a plan for the future: Develop a simple one-page plan
3. Setting priorities and holding people accountable for results: Develop both team and individual goals and accountabilities
4. Communicating with the team: Establish meeting rhythms (daily huddles, management meetings, and quarterly strategy meetings)

## TITLE, TRUST AND RESPECT, AND TRACTION LEADERS

	Title Leaders	Trust and Respect Leaders	Traction Leaders
People follow because	They have to	They want to	They believe in the leader and the cause
How to spot them	<ul style="list-style-type: none"> <li>• The real leader must enforce their orders</li> <li>• They struggle to engage people</li> <li>• They fail in volunteer roles</li> <li>• They appeal to rules to get things done</li> <li>• They 'drive' team members</li> <li>• They make excuses for failure</li> <li>• They know how it 'should be done'</li> </ul>	<ul style="list-style-type: none"> <li>• People address their remarks to them in meetings</li> <li>• When they talk, people listen</li> <li>• They're invested in the lives of others</li> <li>• They lead by example</li> <li>• They focus on relationships</li> <li>• They generate enthusiasm</li> <li>• They assume blame and share credit</li> </ul>	<ul style="list-style-type: none"> <li>• They are perseverant</li> <li>• They don't care about being popular</li> <li>• They don't shy away from difficult conversations and situations</li> <li>• They build momentum</li> </ul>

## Behaviors that deposit to the 'credibility bank' and those that make withdrawals

Deposits	Withdrawals
Honesty	Dishonesty
Fairness	Breaking promises
Humility (admitting you don't know it all)	Making excuses, blaming others
Pitching in and helping	Focusing on negatives, gossiping
Caring for those around you	Holding grudges
Showing consistency	Not showing care for others
Acting like a servant	Demanding sacrifices you wouldn't make yourself
Putting the needs of the organization first	Taking undeserved credit

## Master Tips

To go up, you must give up	Have a bias towards action	Model what you want to see in others: people copy your example
Your team is a reflection of you personally	Your attitude is your choice	Figure out what you need to learn and learn it
Keep yourself fired up!	Blame no one, expect nothing, do something!	Act like a servant. Show that you care