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Are Your Leadership Skills Updated?

Adapted from Nicole Fallon

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."
Charles Darwin

Though at its core, the basic premise of business leadership will never change, Nicole Fallon's article on Business News Daily states that the environment in which leaders are expected to lead their teams to work together toward common goals have transformed dramatically. The article suggests 4 ways to overcome today's workplace management challenges.

1. Keep up with Technology

Technology is evolving with lightning speed. To stay ahead of the curve, use technological tools to your advantage. Find ways to do it. Ensure that appropriate administrative and security controls are in place. Allow younger workers with technology skills to help to ensure that the business stays current.

2. Globalization and changing demographics

The Internet has opened the doors for global business opportunities in many different industries and many untapped markets. Shirley Engelmeier, author of *Becoming an Inclusive Leader*, shares that *"What happens everywhere else affects you."* Leaders need to be aware of what happens in these markets.

Diverse input in workplace will be required to adapt to this changing market. "Who you're hiring matters for how you're tapping into these markets," says Engelmeier. "Make sure you have representation and diversity across races, genders and ages."

3. Understanding customer needs and motivations

Every business knows that the key to success is giving customers what they want.

Do everything you can to find out exactly what they want. You can do this with personal visits, consumer insights research, trade shows, social media and other communication channels.

4. Information and choice available to the workforce

With the Internet (and social media), potential candidates are able to form opinions of your company even before contact is made.

Leaders must create a strong culture of collaboration and respect within a company. David Dye, a leadership author advised, "Act with integrity, ensure that expectations are clear, celebrate success, hold team members accountable for their commitments, believe in and respect your people and equip them to succeed."

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