



# Leading by Example

Building a stronger team

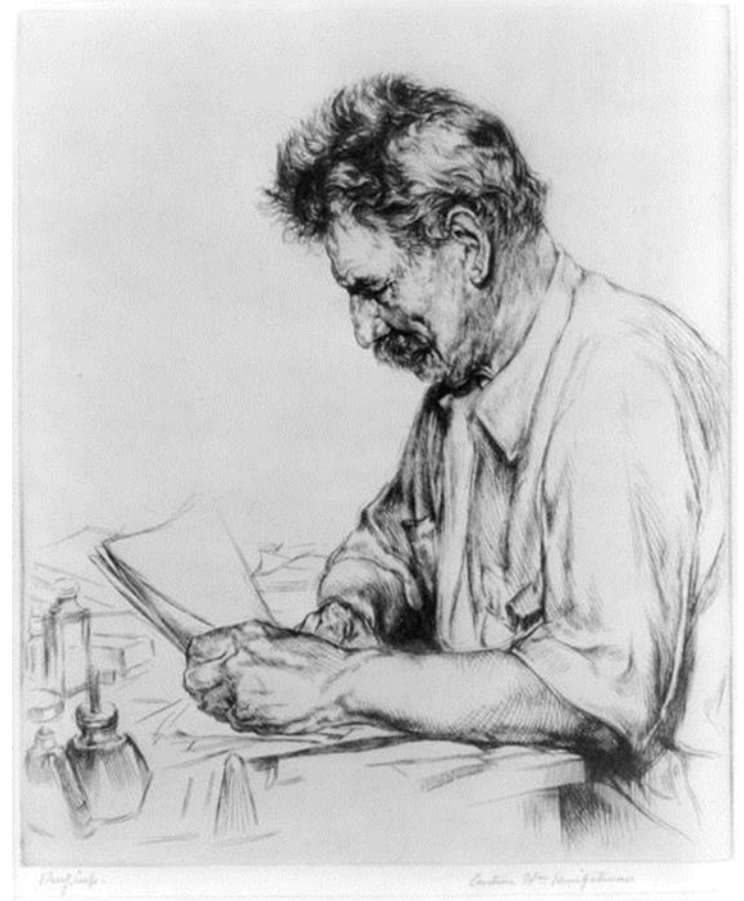
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- Disclosure: None

The three most important  
ways to lead people are:  
by example...

by example...

by example.”

Albert Schweitzer



**Leadership** is the process by which one individual influences the behaviors, attitudes and thoughts of others.

**Leaders** see everyone's potential and encourage and inspire those around them.

**Leaders** set the direction by helping others see what lies ahead and rising to the challenges.

# Leaders

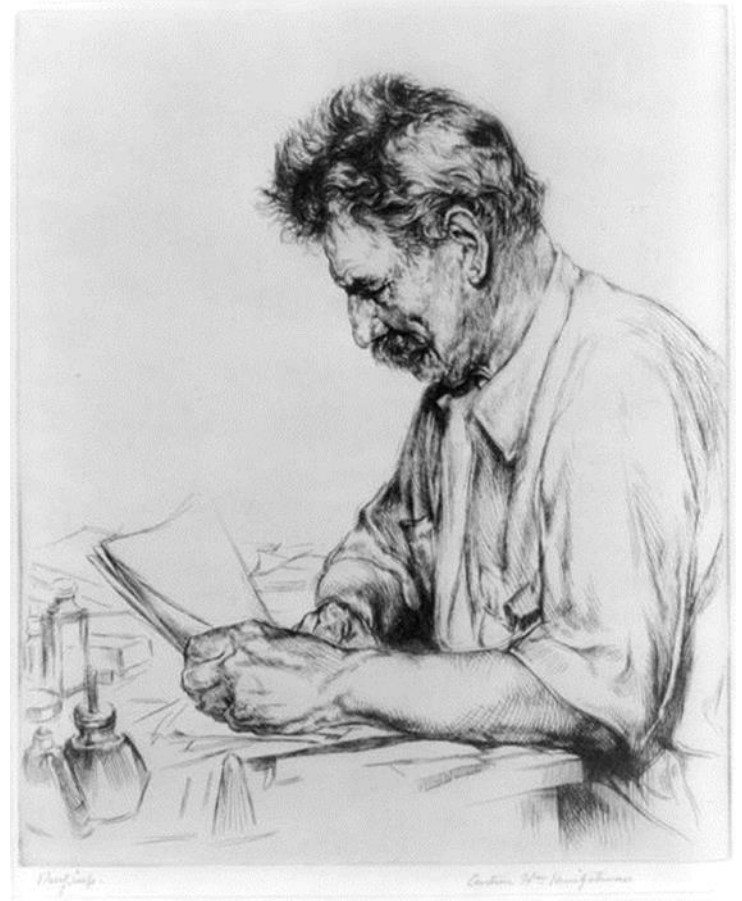
**lead by action**

**set the standard by example**

**bring a higher standard**

“Example is not the main thing in influencing others. It is the only thing.”

Albert Schweitzer



# huh? “



When leaders say  
one thing but do  
another, they erode  
trust, a critical  
element of  
productive  
leadership.

”

**We, the SGNA Board of Directors;**

Engage in respectful dialogue to collaborate on strategic goals, creating value for the Board and the Society.

Challenge ourselves and the organization to achieve excellence in all spheres of influence.

Focus on strategy over tactics.

Value collaboration between Board members, staff, committees, industry and related professional organizations.

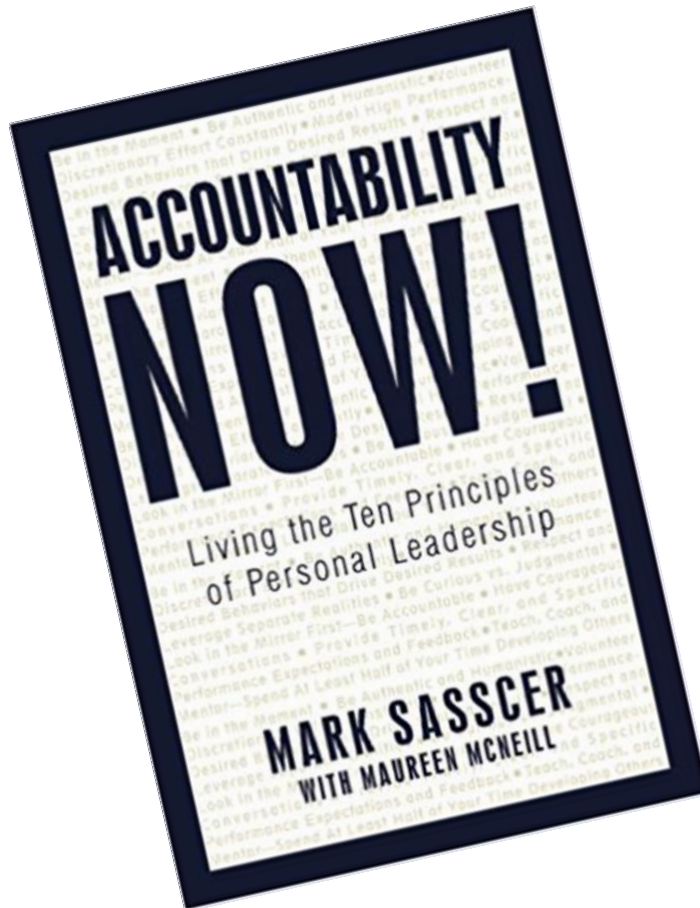
Value our time together; therefore expect members to come prepared for dialogue and decision-making.

Encourage forward thinking without fear of taking risk.

Recognize respectful dissent and still emerge as one voice.

Are committed to succession planning by developing the right person for the right position at the right time.





# ACCOUNTABILITY NOW!

Living the Ten Principles  
of Personal Leadership

**MARK SASSCER**  
WITH MAUREEN MCNEILL

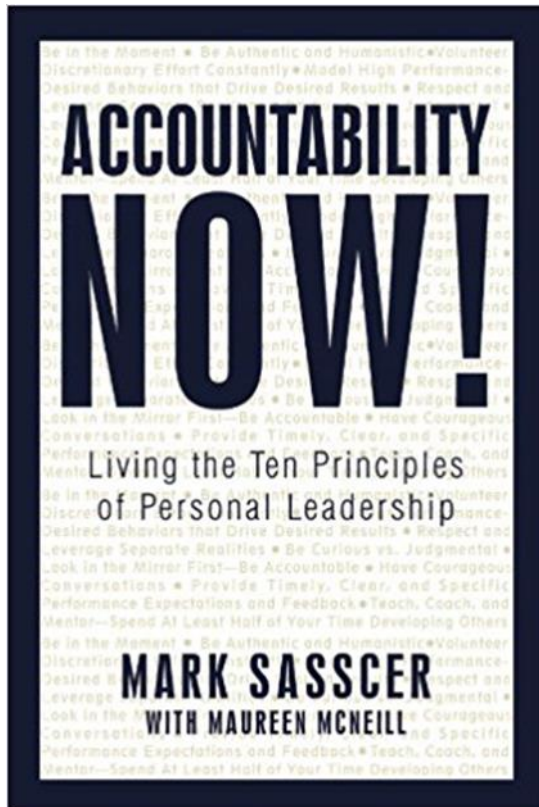
Be in the  
moment

Volunteer  
discretionary  
effort constantly

Be authentic and  
humanistic

Respect and  
leverage  
separate realities

Model high  
performance



Be curious vs.  
judgmental

Provide timely, clear  
and specific  
performance  
expectations and  
feedback

Look in the  
mirror first – be  
accountable

Have courageous  
conversations

Teach, coach  
and mentor

These behavioral expectations demonstrate that  
***what*** we do is as important as ***how*** we do it



# A commitment to continuous improvement ...

- Be in the moment
- Model high performance
- Look in the mirror FIRST



# Be in the moment



# Be in the moment

- How much of my time with others am I in the moment for each interaction?
- What can I do to increase the amount of time I am in the moment for each interaction?
- What is the impact on my desired outcome(s) and on others when I am in the moment?
- What is the impact when I am NOT in the moment?

# Model high performance



# Model high performance

- Have I defined desired results AND the desired behaviors for my organization?
- What percentage of my staff is demonstrating desired behaviors?
- Am I role modeling desired behaviors consistently?
- What can I do to be more consistent in role modeling desired behaviors that will produce desired results?
- What is the impact when I role model desired behaviors?
- What is the impact when I don't role model desired behaviors?

**Look in the mirror FIRST**



# Look in the mirror **FIRST**

- How well do I demonstrate personal accountability?
- How well do I look in the mirror when the results I expect are not achieved?
- What more can I do to demonstrate personal accountability?
- What is the impact of being personally accountable for my actions?
- What is the impact of NOT being personally accountable?

# What more can I do right now ?



To be a role model

To achieve the outcome



To give feedback to make a positive difference

To seek or provide clarity



# Self Assessment

- What am I doing well?
- What can I do even better?
- When I live or don't live these principles, how do I impact myself and others in my sphere of influence?



IF YOU KNEW  
SOMEONE WAS WATCHING  
*would you do this?*

