

Modern Leadership And Business Performance for 2023

by GregDeTisi - Friday, December 16, 2022

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Modern Leadership And Business Performance for 2023 Complete Guide

This image may seem a bit dumb on my part if you are already aware of your role, so sorry about that! But, leaning in quietly, do you really know? Do you know what you represent?

And - do you really know what you stand for?

To add to that; Are you aware of what kind of leader you may need to be in your business going forward? And do you even associate yourself with being a leader anyway?

I understand that perhaps this is something that you may never really think about or consider, or maybe you don't really see yourself as a leader for whatever reason - but let me show you why it can help you no matter what role you are in or how small your business may be.

You see; in our ever changing modern world, it literally pays to become more aware of ourselves and how we do what we do.

And, in learning this it could become vital element to the survival of your business moving forward!

Whilst I know and appreciate that I may sound a bit pushy in those previous questions, I didn't mean to, but it is for good reason.

This is not an interrogation, it is more a passionate attempt to show you how important this stuff is now. And the reason I ask you is because 'now more than ever' us small business owners and operators need to survive in this very uncertain and turbulent climate, and we have to do so with whatever tools we have.

So, sure you may know your role, but do you know how you impact on others? and are you really getting the best work out of yourself, your business and your team?

Because let's face it, those who get left behind in today's climate will crash and burn.

I don't mean be a spreader of fear, but we all need a wake up call, because 'how you act and how you support and guide as a leader' is fundamentally important now.

Think about this for second; If we don't know how we come across or behave, then we really don't know how we impact on others do we?

And this really does affect everything, not just in business but in all of life.

Now, maybe in your line of small business it may seem almost irrelevant to consider an idea of leadership, as you own a Small batch Gin brand and have a humble distillery in the remote hills of North wales, or you own a local independent flower shop in your community or perhaps an Artisan coffee shop nestled between other shops in lovely Georgian buildings! But leaving the romantic vision there for a moment, maybe you don't see your role as something which is even relevant to leading others, or that it goes hand in hand with you or what you do every day.

After all - doesn't leadership only relate to CEOs, governments, big brands, corporations or multinational organizations?

Well not really!

Even if you are just a one person operation where you are personal and caring in your local community, and your brand is designed for others in your area to be personal, to trust you and buy from you, which is a wonderful thing, and even if you are simply a caring voice, representing your local area, sharing high quality locally sourced good which I whole heartedly appreciate, you are still in a position of leadership.

But it may still be worth taking a few notes now, as I guarantee this post will help you.

And perhaps you are running a small business where you may hire others, manage staff or delegate tasks to employees?

Well, this post will help you then. Or is that still not you?

Then I will ask this; Have you ever sought leadership in your roles?

I am sure we have all been in the situation where we have had a person managing us, or leading a team, and we may all have experience of what that may have felt like.

But aside from that, in our own small businesses, we need to lead ourselves anyway!

We need to promote, market, advertise, manage our day and sell to others don't we, and we still need to organize ourselves and communicate with suppliers, optimize tasks, deal with uncertainty and challenges, and create specific operational strategies and so on, and so we need to lead.

So, if you do need to self manage yourself or manage and hire others...

If you do have employees, partners or a small team...

If you do have to converse with suppliers locally or nationally...

If you do need to focus on the performance and growth of your business...

And if you do need to manage your tasks in the day, then you still need to be capable of leading in the best ways.

If your day involves any of these things, you are already a leader!

Congrats! So you probably have at least basic leadership skills as a person, and as all great small business owners are kind of leaders in their own right, who wish to propel the brand forward by the use of specific actions, in the aim of continued growth over the long term which is constant and rapid - then it probably makes sense to focus on leading effectively, in order to increase overall performance.

My performance became a win win when I learned how to expressive my creative side but also manage the business side as a leader. The more I could understand what was going on, the better informed I was to make changes.

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May I ask; Are you a creative type?

I know that there are those creative types out there who start small businesses and just want to express themselves through their passion, and that may be in areas such as painting, bread baking, making music, writing books, crafting jewelry or whatever that thing may be, and as a creative myself I totally get that and feel that need for expression.

So some of us may naturally shy away from the business end of what we do, and not wish to lead in any way.

Introverts for example, may prefer to be quiet, work on their own and not wish to manage anyone.

That's cool, we are all different, but the fact of the matter is - without that structure and driving force behind your art there is no business, there are no sales, there is no growth and not enough engagement in the business nuts and bolts required to succeed, and so this is where some people will fail through missing this need, but it is also why we have to be able to look at roles and who will do what.

So you might hire an individual to perform the tasks you don't want to perform, so you will need to manage them.

I found it such an asset to express myself but also to become business minded, as it meant that I could tweak my operation and improve certain areas, to really grasp the nuts and bolts.

That is where we may need to hire others who are better than us at what they do, and we may allow them to lead in their roles.

So by understanding how we can learn to hire those talents, which greatly benefits the whole operation, regardless of type or size and by understanding how to get them to lead as a part of the whole vision takes leadership on our part.

The simple study of leadership

I can say personally that in studying leadership myself both old and new, and in studying successful leaders and business owners in a great variety of sectors, it has certainly helped me to see not only how others work, but also how they lead others.

And in doing so this has increased my own skillset, improved my brand awareness, grown revenue, and created a consistent upward spiral. so even though I am a writer and consultant with a small team of 10, it has changed everything, and both in my life and my business.

These skills go further than business, as they can serve us in all areas of life.

In real tangible terms (as we all love data right?) my books and courses have reached more people, and I have expanded my consultancy reach, all because I care about my team and work with them to operate with meaning.

My entire team know that I am open, communicative, and that I listen without judgment, so it has also made me a better person, (as cheesy as that sounds), as I have learned to understand others more, and this includes those in my community.

So if you run a small business right now then this can help you if you haven't already dipped your

toe into this area before. Not only I am proof, but modern leadership is on the increase, and in our current times we have to be able to make shifts and alter what we do if we are to stay in business.

Now what will you actually gain from this post today?

I will share what this can REALLY do to help you grow now, and this is regardless of what your business type is, or what it may look like currently.

On top of that, I promise you that you will gain a great deal of value from the ideas here because they have changed my life, and really can change everything you do for the better, not to mention that this will help you in all areas of life.

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May I ask; How do you feel about the results you are currently seeing in your Small business? And could these results and outcomes be improved upon through greater performance?

Most would say yes, so if you said YES, then let's talk about how.

In my humble opinion there is always room for improvement to be made, and it is often very simple tweaks.

Just as we may always improve as human beings, and in how we act and behave, we can also do so in business.

With greater communication, deeper cooperation and consistency in operation, it will create a marked

change, all through valuing others more, and through inspiring others more to be fully engaged and passionate.

Each person is a part of the whole, and so should be treated as such.

A great example of how an effective team works is in watching great sports teams. Did you watch the last football world cup tournament where Argentina beat France in one of the greatest football battles ever witnessed? As you probably can imagine I watched it with great excitement and passion, and I am sure that millions of others felt this way as it was gripping.

But maybe you are not into football at all and that's okay, however the point for me wasn't the game itself believe it or not, it was witnessing how a top team works together to perform at their pinnacle. As the battle that ensued with France, it showed great example of determination, desire and hunger, but most of all it showed me of how a leader like Leonardo Messi was able to steer his team to a win.

Each player worked together with exceptional focus and skill, and with this common vision and goal in sight, they fought every step of the way to make it so.

Football is just a game, but it was evident that the spirit and passion with which the team displayed themselves was more than a game, it was about what it would mean to the Country. It was about pride and meaning.

With meaning anything is possible, as every player is invested in the vision. It mattered to all of them!

I mentioned 'cooperation' before,
and without this the team would not have won.

This kind of cooperation was about as evident as it could ever be when watching the world cup final, as the entire team were driven, focused and determined to win, because of the meaning behind it.

And this is very much like any business, in that we have to do what matters most to win, and do so with what we value as having meaning.

And yet - today there are still those leaders who believe that leading is about their own reputation, their own title and their own ability to get those results no matter how it effects everyone else. They place profit above people, and often in power hungry dictator types they will not care who leaves the business, who feels ignored, who has opinions or anything of that nature. As long as they get the win. Some will put sales above the care of the customers.

Through an emphasis of self interest more than as a unit, they may sabotage others lives, and when in particularly small operation, it really is personal.

So, let's look at personality traits and behavior to dig a little deeper, as this is all matters.

But wait, I am not here to psycho analyze you, I am just sharing what I understand to be useful.

The more we can attempt to understand ourselves, the greater outcomes we can expect.

It is a bit like designing a life, rather than living by default. I know that sounds kinda grand, but whilst we cannot possibly plan or predict all of life, we can at least attempt to shape the life we envision. Agreed?

And similarly we can (through some work), design our roles to include an understanding of the whole.

Strengths and more!

I am not talking here about your talents, abilities and strengths as I am assuming that you know them and have shaped a role around them, but if you are yet to do so, I would recommend that you do explore this of course, as it is surely better to follow something you can feel more naturally connected to. If you wish to use these strengths. Having said that, we can learn what we have a passion around, so skilled or not we can develop certain practices which can become our chosen path or purpose.

I can highly recommend you read the book '[Now, discover your strengths](#)' by [Marcus Buckingham and Donald O Clifton](#), if you do need help with this area, as it really gets to the core of discovering ones key talents and using our abilities to build a life and work role around this.

This post isn't about discovering your calling, it is about leading in the best ways in whatever you have chosen to do or be.

Now assuming that you already know and work in and with your strengths or passions, then you can certainly become an expert and continually improve your position at something you have a true desire to lead in, as there is little point in mastering something you do not wish to be involved with.

So, I would suggest that it is wise to grow an effective role in a business you love and wish to develop, so you can see that demonstrating consistent performance in something you value and are aligned with makes sense.

And we may excel in any endeavor, no matter what our past or education level is, through applying the practice of mastering a few ideas which are all in this post.

Human behavior affects everything

That is obvious isn't it?

But stats show that 70-80% of the world's population have very little clue about how they behave, and they probably don't care either, so they are generally on a path of uncertainty, chance and little else.

Thus they will seldom reach their goals, or master leadership.

So it is a rare few that truly succeed through a conscious effort to apply what is required.

How we behave every day will unquestionably impact on all around us, and it is important to grasp, as this way we forge dynamic types who build momentum in our business or organization. And I see it as squeezing the very best out of each person in the most positive ways.

This only involves small tweaks, adjustments and shifts which can lead to far more desirable results and of course sales and growth. But if we just ignore how we act, whether in life or in business, then it will likely cause issues down the road in all of our relationships and results.

Another way of putting it is this; We are leading with directional strategic objectives in our culture, which will lead to long term increased growth and better outcomes, through small shifts.

Now, take a look at these areas below, and ask yourself if you have considered any of these before when attempting to explore yourself more:

Self Direction – CLARITY OF WHERE YOU ARE HEADED WITH FOCUS, PURPOSE AND PERSONAL INTEGRITY

Self Identity – KNOWING THE ROLE YOU WISH TO CRAFT AND BEING THAT PERSON THROUGH SELF LEADING

Self Development Mastery – CONTINUAL ONGOING GROWTH AND EXPANSION TO ALWAYS EVOLVE AS A PERSON

Self Awareness – UNDERSTANDING WHO AND WHAT YOU ARE AT YOUR CORE AND RE-VISITING THIS OFTEN

Self Talk – MANAGING YOUR VOICE AND NARRATIVE ENSURING YOU ARE SELF SUPPORTIVE AND COMPASSIONATE

Self Discovery – PLACING TIME ASIDE TO EXPLORE YOURSELF AND HOW YOU RELATE TO THE WORLD AND OTHERS

Any of these areas sound familiar?

Perhaps you are a Sales exec, manager or CEO now, and if so - how often have you considered the meanings of above, or do they not really matter? Were you ever trained to consider these areas?

If not - could help you in some way?

It might help to know difference in between a manager and a leader:

- 1. A MANAGER = SOLVE PROBLEMS, ORGANISE, PLAN, CONTROL, BUDGET, DEAL WITH COMPLEX ISSUES**
- 2. A LEADER = ALIGNS TEAMS, INSPIRES OTHERS, HAS DIRECTIONAL FOCUS, DEVELOPS STRATEGY AND VISION, DEALS WITH CHANGE**

I guess at a glance you can see the primary differences there?

But, the point is we may enjoy being both of these, and perhaps that could create a more rounded and effective business.

In a nutshell - many people manage businesses very well, but they may miss the opportunity of greater results, through being a modern leader that can help shape the right conditions and culture for a team in order to thrive.

By the way - I am not suggesting that a managers role is easy, and it can be very tough, especially when the powers that be are breathing down your back for results, and so each role has it's distinct purpose, and it might be that your purpose is to just follow what is taught.

Of course, you you are committed to being productive, and don't want to lose your role, so it can be very tough and demanding to demonstrate results at times, and particularly these days.

Also, there may be little flexibility where this is concerned, but where modern leadership can really become like a super power is that it builds the culture or 'what we all do', together, and enables a manager to share, listen and create with other leaders around them.

This is what creates that right climate for 'all' to flourish and for productivity to peak.

This is where good communication takes place, and where effectiveness in output occurs, and it encourages enthusiastic effort, increased satisfaction and fulfilment, leading to greater retention, and in turn improves productivity.

What's not to like?

So Leading correctly creates other leaders

I know this is a bit of a cliché saying right?

Sure, but it is true.

A solid modern leader will help others to lead themselves, which encourages that deeper connection as a whole, and of course the fulfilment and satisfaction in performing tasks and roles, through feeling more appreciated and respected.

How hard is it to add this to your leadership role?

When we really think about it, it is just a simple tweak, or adjustment, and the appreciation of others through self-awareness and self-management, means a little makes a lot of a difference.

If we simply ignore what I have been talking about though, remaining as self-interested, Ego driven, self reputation types, that is where we may face sabotage and failure, when it could be avoided.

But I do hear you - not all businesses are created equal

We are all different types, and there is no doubt that some of the most successful organizations of all time may have hired tough, ass kicking, aggressive, pushy, narcissistic, self-ego stroking types right? SURE! Of course. And many business models lend themselves to a specific kind of leadership which is not conducive to progressive team building or ethics for that matter.

And there is no question that many pushy and greedy organizations can make lots of money, but it really doesn't work so well in smaller companies and businesses, that have by definition a greater personal touch.

I know this personally, as I have seen just about every type of business and leader, hundreds of times.

And I also know that for some organizations there are certain pressures to succeed no matter what the cost is, especially now with so much competition and with the Global Covid disaster and its affects on the economy. [Not to mention a Russian Ukrainian war on the markets.](#) but this shouldn't exclude an important factor that - we all have a duty to do our best as we not only represent our business image and brand, but through supporting our communities and societies.

I would add to that; not to just think about your personal reputation, or the businesses reputation, but to include how the team perceives growth and development.

And aim to include:

1. Looking after staff and being inclusive,
2. Being open and ethical, and embracing diversity,
3. Rewarding performance and contribution accordingly,
4. Listening and caring to personal feelings and opinions of others,
5. Driving leadership through encouragement, support and guidance and through your own action

This is how tangible change can start to occur and this can be measured.

Ask yourself this:

How can we all lead together, what are our primary goals and what do we want to achieve as a whole?

Next, ensure the answer to this is clear to all.

Can you see how powerful that is? It's not just 'nice words' it really matters, because it's right and it pushes 'all' forward.

Once you have opened for business, there are several steps which will either make or break your dream vision, and in the first year this is the most critical time to give it all you have, so it will be hard, and it will test you, but this is precisely 'why' it will pay you not to miss out on understanding 'how you act' towards 'not only customers but on your partners and employees', because in that first year you need to use all that you have.

Further questions that may help now:

1. What are my main objectives and my teams objectives, and how is this clear in our vision and to each person?
2. How can we all become more aware through shared strategic thinking and action?
3. What might further support my team members in feeling good about their roles every day?
4. How might I help with increasing each person's confidence which may develop capability and competence?
5. What might I do to help find solutions and resolve any issues my team has quickly within their roles & with each other?
6. What daily practices can I help improve upon in the culture and operation?

Modern Leadership And Business Performance for 2023

Now, here are areas you may wish to look at in order to obtain greater results through being a modern leader today.

Ask yourself these questions and see what comes up for you:

HOW CAN I PLAN AND ORGANISE MORE EFFECTIVELY? Maybe this can help?

[CLICK HERE TO LOOK AT WORKFORCE PLANNING](#)

HOW CAN I CREATE GREATER ALIGNMENT IN MY ORGANISATION? Maybe this can help?

[CLICK HERE TO HAVE A LOOK AT GREATER WORKPLACE ORGANISATION](#)

HOW CAN I HELP TO GET THE STRATEGIC DIRECTION MOVING IN THE RIGHT WAY?

Maybe this can help?

[CLICK HERE TO SEE WHAT OFFICEVIBE OFFER IN HELPING WITH THIS](#)

HOW CAN I FOCUS ON GETTING BETTER RESULTS THROUGH EFFECTIVE OPERATION?

Maybe this can help?

[CLICK HERE TO CHECK OUT JLL'S STRATEGY](#)

HOW CAN I FACILITATE BETTER TEAM WORKING? Maybe this can help?

[CLICK HERE TO TAKE A LOOK AT MONDAY.COM'S ADVICE](#)

HOW CAN I DEVELOP DEEPER RELATIONSHIPS AND COMMUNICATION WITH MY TEAM?

Maybe this can help?

[CLICK HERE TO LOOK AT PUSH'S BUSINESS MODEL REBIRTH](#)

(I am not in any way affiliated with those links.)

Hopefully you see the true power of caring about the whole?

Whilst there will always be tests and failures, and whilst this is the very nature of all business and life, we may reduce risk, improve culture, and navigate through the journey enjoying the processes as we grow and evolve to better operate.

So, if you accept the true modern leader role, it means that you must seek to understand.

You will also need to appreciate where others are coming from remember? And this may take into account - race, sex, identity, culture, tradition, sensitivity to others needs, and all aspects of an individual, to best understand another. But whilst we may never fully understand another's personal situation or view, we should attempt to do our best to actively listen, attempt to support and gently guide where possible.

Delving a little deeper into personality

I will share areas now that are worth considering looking at when it comes to understanding the overall picture.

This of course starts with us!

When we can learn to see our influence and impact on the bigger picture, and also see that a part of the overall vision is about thriving as one, it can push the team to become more engaged, passionate, driven, focused and excited - and to work at full power which equates to exceptional performance and results.

And let's face it - this isn't really rocket science is it?

So who am I?

Not me - YOU!

I know that those precious stones can all seem a bit weird when discovering the self, just as personality tests may seem strange or not quite your thing, but you may find certain tests out there or certain books to read which may help you figure out more about your core traits, behaviors and general perspective.

Because it can only help you to know more about yourself - especially if you want to become more of a fearless modern leader.

It may sound strange to you, but there are aspects of leadership which are different to the values we appreciate in normal every day life and one is in **stubbornness!** **It can be a powerful strength, and one of the major ingredients of continued success and growth, but how and why? It is simply because a stubborn person tends to know their direction and has clarity of choice around it, so they know what they want to achieve, and this comes through knowing what they wish to represent.**

Thus this can enable great momentum, and aid in concentration in order to work on the most important tasks.

But it is not always easy getting to know ourselves more. However, if we take a look at a few areas of personality types and see how we might better grasp what they mean, and add to that [an understanding of the core drives we have](#) and 'dare I say it' we may even become unstoppable! (sorry if that is cringe worthy!)

However - maybe this means we can then serve others more powerfully, by knowing what can help us, and maybe by mastering a greater understanding ourselves, it can help us in all areas of life?

Who'd have thought it hey!

For me it certainly has been a win win process! As the skills I have humbly nurtured are used in every part of my life now, and whilst I always could engage and connect with others fairly easily, I now have the ability to build those long-term win win relationships, which are (as I see it) future investments and full of potential value.

So choose what you need to study most, and explore the type of person you may be, if you feel it is important, as it might just support you in your connections with yourself and with others.

See if you can now answer these questions:

HOW WOULD I DESCRIBE MYSELF IN EVERY DETAIL - BOTH GOOD AND BAD PARTS?

HOW IS THAT USEFUL AND BENEFICIAL TO ME AND TO ALL - AND HOW MIGHT IT BE DESTRUCTIVE?

WHAT CAN I DO TO TURN UP MY USEFUL ATTRIBUTES AND LOWER OTHERS THAT ARE NOT USEFUL?

HOW AM I INSPIRED BY MY OWN ACHIEVEMENT AND HOW MAY I SUPPORT OTHERS IN THEIRS MORE?

HOW LOYAL ARE MY TEAM TO ME AND HOW MIGHT I HELP THEM TO DEVELOP THIS FURTHER WHERE POSSIBLE?

HOW LOYAL AM I TO MY TEAM AND TO THE BUSINESS - AND HOW MIGHT I DEVELOP THIS FURTHER?

HOW MOTIVATED ARE MY TEAM TO PUSH THEMSELVES - AND ARE THEY ENCOURAGED FOR THEIR OWN PROGRESS AND ADVANCEMENT?

HOW INTERESTED ARE MY TEAM IN THEIR RESPECTIVE ROLES AND HOW MIGHT I SUPPORT THEM MORE THERE?

WHAT TRAINING MAY INDIVIDUALS NEED OR REQUIRE TO ADVANCE - AND OR TO MASTER THEIR AREA OF EXPERTISE AND KNOWLEDGE?

HOW ARE MY TEAM BECOMING LEADERS THEMSELVES - AND HOW CAN THEY SELF REGULATE?

WHAT MAY HELP THEM TO LEAD THEMSELVES MORE FROM NOW ON?

ARE MY TEAM MOTIVATED OR INSPIRED TO ATTEND ANY TRAINING OR ADVANCEMENT OUTSIDE OF THE WORKPLACE MAYBE WITH ONLINE PROGRAMMES OR SOMETHING ELSE?

HOW ARE MY TEAM FOCUSED ON THEIR GOALS AND HOW CAN THEY BETTER MASTER THEIR ORGANISATIONAL APPLICATION TOWARDS THEIR GOALS?

HOW DO I COMMUNICATE WITH MY TEAM GENERALLY AND AROUND RISK AND ARE THEY AWARE OF WHAT IT MAY MEAN BOTH IN THE ORGANISATION AND IN THE RESPONSIBILITY OF THEIR ROLE?

ARE MY TEAM AWARE OF THE VISION, MISSION, STRATEGIC OBJECTIVES, OPERATIONAL POLICIES AND ETHICS OF THE BUSINESS, AND THAT OF EFFECTIVE COMMUNICATION WITH EACH MEMBER OF THE TEAM?

ARE MY TEAM RESPECTED INDIVIDUALLY AND HOW DO I SHOW THIS AND MY APPRECIATION OF EACH PERSON?

HOW CAN I OBSERVE TEAM INDIVIDUALS TO ENSURE THAT ANY PERSON/PERSONS THAT IS NOT RIGHT FIT FOR THE ORGANISATION IS CORRECTLY SPOKEN WITH AND HANDLED IN THE CORRECT MANNER?

HOW MIGHT I ENSURE THAT EACH PERSONS ROLE IS THE RIGHT FIT AND THAT EACH ROLE IS APPRECIATED AND WHERE NEEDED IS VARIED AND INTERESTING ENOUGH TO HELP THEM ENGAGE?

Work on these questions, and you will be well on your way to consistent growth and increased team performance.

Building Robust Teams for 2023

In getting to know more about how the right questions will help to create a stronger more robust glue in an organization, it also encourages you as a leader and individuals to develop more effectively.

And through this openness it can develop feelings of greater appreciation and good energy - and in listening more openly it can enable greater ideas and focus in each individual role, which can encourage greater dynamic flow.

The more that each person understands the importance of their role, and how it is appreciated in the whole, it builds resilience and boosts a sense of credibility through asserting how this identity acts as a part of that glue, and this is created through simply using the right skills, language and interaction we have discussed already.

Just be mindful that 'you all' share a common goal, you are not in different businesses, so act like this, and share that narrative with all.

All of is possible and can be achieved through just being more accountable and responsible in your own role and in managing yourself effectively.

Let's now look a little deeper at identity

The truth is - the more detail we have the more it can make a difference to how we behave.

So the more we know about our traits, what we represent, what we stand for and what we wish to be seen as, all helps; and this is not about changing who we you fundamentally, it is about knowing how to behave best in our role, to get the most out, regardless of who we are outside of this role or work.

It might be that we need to act differently in some way to deliver our best work, but that is okay and is a skill we can develop. Again, not to change who we are, but to create a kind of persona that can help the team to step out of themselves also, and become kind of like characters in a movie, but also to recognize that different people have different needs and expectations.

By thinking about the needs of the team, the leader may be better able to understand what each person might need.

This is what I call the three major 'I's, which is to Identify with a person, be interested in them and show they are important.

It is probably the single most powerful thing I use. And it is no great secret that most people want to feel a sense of belonging, and even though they may feel like they are quirky, unusual, eccentric or aloof. I admit that I was always a bit of a weird outcast type who was happy breaking rules and doing my own thing as it were, and once I could feel free to do this I feel energized and accepted.

And most people in teams want and need to belong in some way, as they need to feel a sense that they are part of something they can truly believe in. So help them to do so.

This means that each person may then identify with the business, brand or company and associate themselves with it in a relationship they want to be in.

And as modern leaders we all need to play the game with others, to help them feel this, and to develop this powerful sense of membership, which can hopefully increase loyalty through mastering ones own sense of identity as a leader, and the identity of the whole.

So identify with others, and with the cause or brand, the mission, ethos and sense of purpose in what is being worked for and shared or produced.

This should be a part of the overall plan.

Re-visit what you feel you stand for and why, and how this integrates with the whole, and be sure to share with them team how you see them as a part of the vehicle by which you may all feel you are a vital component or element in.

Identify with each role, and believe in their capacity to fulfil that role, so that each person operates at their highest levels.

Differences are good

See that your personal differences as a team are all assets in some way, and can be used to compliment each other, and show how these will support the organization and propel it forward more effectively, as this will lift others in your space.

And as you all feel this energy in the group and that there is no sense of 'them and us' (which separates the glue and overall potential power), you then might avoid un-necessary rifts and sabotage, but moreover outperform your nearest competition.

Caring is free and yet it is often looked at as weak, but it is an asset.

A part of care means being paid on time, as that is a biggy, and no one wants to be messed around with regards to money, nor their personal rights, so be respectful of that.

Revisiting personality types for a moment, it will pay to study or at least observe types more, as you will then appreciate that person more, by knowing where they are coming from, and rather than criticize them you may seek to understand them with some curiosity, which may reduce clashes and sabotage, and maximize effectiveness.

This way you affect the attitudes of members positively, and you function at the highest output for the organization.

Culture

What this does is cement a culture that has the greatest impact, and this has the core components of a winning team. What you do, how you do it, why you do it and at the same time being able to work with clarity of timescales, tasks and a grasp of team management overall, it means you understand 'the way you do things'.

This also means; Shared values and behaviors, Powerful communication, Self leadership, Overcoming difficult situations and Reducing conflict, thus shaping a climate within the culture that is driven by more dynamic individuals.

This in turn creates those good feelings and energy, and develops greater intuition, experience and awareness.

How does one go about deepening this?

We are often not typically taught how to be self-aware nor how to monitor ourselves, but as I am sure you are seeing, it literally can change everything, and it will pay to develop this skill, as it helps in ALL areas of life.

So know your own strengths, core skills, talents, abilities, experiences, and all of that good stuff, but don't be scared to also look at your weaknesses, because you will see what you may need to avoid or to increase your focus in or around.

And we can work on weaknesses also, and we don't always need to hire for this, we may wish to develop a particular weakness and even find that we can evolve past what we once perceived to be how we define ourselves.

But of course, your weaknesses may be someone else's primary strength, so hire for it if need be.

Statistics do show us that we all perform best when we play to our natural strengths, and that is how one can become a successful responsible modern leader.

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I know it can sound a bit strange or self indulgent to look at ourselves, and it is not an easy thing to identify in some ways, as we may never really know quite WHO we are, but for the sake of our best life, it can be exceptionally powerful and useful.

Not to mention that we should consider how we act around others more.

Let's take this a step further now; We can talk about 'nature versus nurture' but I am no psychotherapist, or we can talk about genetics, but whilst there is no doubt that what we are made up of, we can adapt, adjust, act and alter anything, and this will unquestionably influence what we tend to become.

Whilst we don't need to constantly worry about what others think of us, as it causes energy loss, pain and distress, we can at least observe how we may be at our best, for the sake of the better good, and we may still observe how others may see us.

The great news is that regardless of your typical personality you may still lead very well, as we all have the potential of crafting leadership qualities in our own ways. So don't be concerned about whether or not you are charismatic enough, as there are different leadership styles after all, what matters is that you put in the effort to get the most out.

Simply put; If you can serve both those in your team, and your customers or clients well, you can become a leading business in your sector.

In addition to the tangible success you can expect to increase, you will better understand yourself and these skills are transferable, so this can help you in a great variety of situations and businesses. Plus you may even manage stress more as you will be able to handle pressure through the skill of mastering emotion and logic, and so you will have a the skill to also help others do so.

You may ask yourself these questions if it helps:

HOW DO I RESPOND TO STRESSFUL SITUATIONS AND HOW MIGHT I STRENGTHEN THIS SKILL FROM NOW ON?

HOW DO I MANAGE WITH A VARIETY OF PERSONALITIES AND TYPES AND HOW CAN I IMPROVE THIS NOW?

HOW CURIOUS AM I AND CAN I ENGAGE IN THIS MORE THAN BEING CRITICAL OR DEFENSIVE TOWARDS OTHERS?

HOW WELL DO I COPE WITH DISAGREEMENTS, AND HOW DO I RELATE OR CONNECT TO OPPOSING VIEWS AND OPINIONS TO BE OPEN MINDED ENOUGH TO ACCEPT WHEN I AM PERHAPS WRONG?

HOW DO I MANAGE ON MY OWN AND HOW CAN I COMPLETE IMPORTANT TASKS AND FOCUS UNTIL SOMETHING IS DONE TO A HIGH ENOUGH STANDARD, RATHER THAN LETTING THINGS GET TO ME AND LOSE FOCUS?

I love this quote and agree; 'If we let the world shape our outlook we forget who we are and what we truly stand for. So lead in something that matters to you - and in something you value.' - Unsure of original source.

I always think about this, and it reminds that what the real point is in leading anything. There is little point in leading if we don't value it!

So value your role, and attempt to know yourself more, as you will see how everything can work more effectively, and you will be able to carve out progressive habits for the whole.

Consider these:

If you have issues with others and find fault easily then why is that and could you approach others slightly differently?

How do you come across to others in work generally speaking - and is it with an approachable warmth, or a cold distance?

Are you assertive, passive or even aggressive? And if you don't know which, then how might that impact

on others?

Do you care about your behavior and actions and do you have integrity to follow through on what you say?

Do you help others to feel inspired in what they do?

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Further tips:

1. When you can lead by example, you will encourage others to lead.
2. If you can ensure that you are flexible and can adapt when it comes to differences, and where change occurs in planning, strategy and whatever else, you will demonstrate openness and willingness to consider others.
3. True effectiveness can only come from an ability to lead with careful, competent and confident control of emotions.

I know and appreciate that this may all seem kind of idealistic or unrealistic to you, as we cannot possibly understand every impact we are making in life, and I agree, but if we are prepared to always learn, and prepared to adjust - we will always make progress.

I also know that it may also seem weird to look into a mirror, or even the concept alone may seem self indulgent or something, but with a greater concept of the self we start to see how we come across, and what our impact and results can become around others in all parts of life and business.

Leaders have to be an asset to a company not a strain, so try to see how you can add to that, and how you react to certain situations, so you can adjust and improve as this will eventually reflect in performance overall.

And be sure to manage yourself in order to control your responses when challenges and tests attempt to push you, because this skill alone can literally save a business.

Stay humble where possible

We are not living in a world today where being pig headed or arrogant is as tolerated as it once was, so **'if' you are aiming at the lofty levels of management or a senior position in some way, be mindful that it doesn't go your head too much, or ruin things for everyone else, because it is all too easy to allow ego inflation or cockiness to creep in, just as fame or fortune can sabotage our lives, businesses and relationships.**

I suggest staying grounded, being humble and feeling centered, but again - I know that we are all different, and I of course appreciate that, so it is down to you to do what you need to do.

Whilst this may sound like a generalized explanation, or perhaps critical and sweeping of big ego leaders, the facts show us that too much self-elevation and self-promotion can lead to stubborn, aggressive and intimidating behavior.

And that is just no good for a small team.

On the flip side - if we conform too easily with whatever others suggest, and we are too passive, too emotional, indecisive or reluctant to express other opinions to the masses, we may allow less than correct standards to take place.

So it just about being a bit more mindful - that's all.

With this in mind, how can we ensure that we are working together as a sound and solid unit? Simply by seeing that we can be more inter-dependent and inter-personal.

Let me explain:

Here are some inter-personal skills worth looking at!

- **Empathetic Listening:** In any role and in any situation this is undoubtedly a skill which can literally transform lives.
- **Authority Dynamics:** Understanding another even if you are in a position of authority and may somehow feel better than them or that you should command respect.
- **Asking Purposeful Questions:** Worded to offer a specific benefit and to find the most powerful results and solutions.
- **Effective Articulation:** Being able to express exactly what one means, and simply, not in some kind of puzzling way where it needs to be worked out.
- **Difficult Conversations:** Facing others calmly and being able to overcome challenges including problems with particular individuals. And dealing with most important tasks.
- **Conflict Resolution:** Understanding how to create harmony and effectively help the parties find a

peaceful solution to personal or business disagreement among them.

- **Influence:** Interpersonal communication that can enhance your view or go in your favor, the practice of mastering the ability to draw others toward your point of view.
- **Negotiation:** This skill refers to a back-and-forth communication that is designed to reach an agreement between two or more parties who are in conflict.

These are great skills to master, and so is understanding what interdependence means.

Do you want to know how interdependence can help in real terms?

It's very simply - the dependence of two or more people or things on each other. And as I stated right back at the beginning of this post, we are running small businesses and not corporations, or perhaps cut throat enterprises where some just don't care who get's in the way.

I believe therefore that a small business should be ran in a personal way, and this means being transparent, caring and open.

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Final things to be mindful of:

HUMAN BEINGS TEND TO WANT TO LEARN AND BE INCLUDED AND INVOLVED WHERE THEY ARE IN GROUPS.

HUMAN BEINGS TEND TO WANT TO CONTRIBUTE TO THE WHOLE WHEREVER THEY ARE.

HUMAN BEINGS TEND TO ENJOY FINDING WAYS TO OVERCOME CHALLENGES AND FEEL GOOD ABOUT IT WHEN THEY BELIEVE IN THE CAUSE.

HUMAN BEINGS OFTEN LOVE TO BE ENCOURAGED AND SOME CAN EVEN BECOME HYPER ENTHUSIASTIC

HUMAN BEINGS DON'T ENJOY BEING PUNISHED OR EMBARRASSED FOR MAKING MISTAKES OR JUST BECAUSE THEY HAVE VOICED A VIEW OR OPINION

And, human beings tend to learn more when they feel they are acknowledged, supported, encouraged and safe.

So as a leader we can pick up on this and develop the right understanding to help the team, and in grasping the differences between IQ, EQ and PQ this will really help out. *So I can recommend that you study all three, so that you can perform at your very peak levels in ways which are most true to your role.*

No-one is perfect by any means, and no leader is the ultimate leader, in fact - the best leaders are always improving and expanding not to be more self-interested in order to show off, but to lead in better ways by serving others, and to see how they may guide others to also lead. And of course this will lead to growth.

What can growth do for you?

- It will help you to change/improve/add to your products and services which may help widen the scope for revenue
- You will most certainly bring in more customers or clients
- You will increase your bottom line
- You might use your brand to highlight the importance of sustainability gaining further support and recognition
- You may be able to expand where there are new opportunities
- You may be able to grow the business size to employ more epic leaders
- Growth and expansion can foster innovation and improve credibility and improve stability
- You can increase your market share and better understand demand but also differ enough from competitors

But there are certainly various components that determine growth, and this post has the value to offer you one powerful way to support your growth.

And as we see what our powers and strengths are, and we understand our weaknesses, flaws and imperfections, we then learn not to waste time, and to use what we have been given to become an asset for the whole.

This in turn helps us learn to let go of what we are not suited to and what we can hand over.

This my friend is how to become a modern leader in life and business today and moving forward, and this will equate to unlimited continued tangible business growth.

But there is no question that times are uncertain as we move into 2023, so we have to do all we can to survive in this climate.

The Hard Truth About The UK Economy moving into 2023

It matters now more than ever that we are able to utilize all our resources in order to make it through 2023. Times are uncertain and the future of business in the UK hangs in the balance for many. UK has suffered it's worst growth in G7, and the GDP contracted by 0.3% in July-September 2022.

The GDP report suggests that the UK economy is a whopping 0.8% smaller than in the final quarter of 2019. Worse than the estimate of a 0.4% shortfall, which was due to revisions to data across previous quarters. Yet other G7 economies, by contrast, have regained the ground lost during the pandemic.

The US economy was 4.3 per cent larger than in the fourth quarter of 2019, while 'eurozone' output was up 2.2 per cent.

Danni Hewson an Aj Bell Financial Analyst said; 'It's hard to find a silver lining in these gathering storm clouds shown in today's UK GDP.

Here are some facts to be mindful of now as a Small business owner:

1. Many people are finding it tough to cope with Christmas and day to day expenses, cutting back is the new norm.
2. Many businesses are trying to create ways to cut back on energy bills.
3. With less money less people will eat out and this is building the UK economy into a recession.
4. There are supply chain issues, and this means that many manufacturers struggle with price pressures, on top of that there are also skills shortages in the construction sector.
5. Business investment has fallen by more than had been thought and is now a whopping 8.1% below pre-Covid levels.
6. The economy needs investment and this is what helps the UK, but we are now at the bottom of the

table of G7 countries when it comes to growth, so more help is required to support the UK even though this post-Brexit, post-pandemic mess is worth supporting.

7. Rising food costs hit the most vulnerable, so a great deal of families will literally buy less food and it is reported that a half of all families will be affected by this.
8. The hospitality sector in the UK has shown a significant reduction in takings which are nearly 50% lower than that compared to 2019. And nightclubs in London are on average 20% lower on sales than expected.
9. Three out of four business said that the Brexit deal has not boosted business.
10. The 0.3% quarter-on-quarter fall in GDP in Q3 will probably now mark the start of a recession that will see GDP shrink by 2.5% - and last until Q3 2023, predicts Thomas Pugh, economist at audit, tax and consulting firm RSM UK.
11. Victoria Scholar, head of investment at interactive investor says: "UK final Q3 GDP fell to -0.3% versus the preliminary estimate of -0.2% and expectations for -0.2%, which negatively impacted by the additional bank holiday day for Queen Elizabeth's funeral. The services sector grew by 0.1% but the production sector shrank by 2.5% with real GDP now 0.8% below its pre-pandemic levels, revised down from a previous estimate of 0.4%. Real household disposable income suffered the fourth consecutive quarter of negative growth falling 0.5% in Q3. However the household saving ratio increased to 9% versus 6.7% in the previous quarter."
12. The majority of economists predict the UK will shrink in the fourth quarter of 2022, which would be a technical recession, and struggle in 2023 too.
13. Brexit has been a nightmare for 3 out of 4 small businesses in the UK according to a recent survey by the British chamber of commerce, as the trade agreement between the European union and Britain has made business difficult for many in the UK to increase sales, and grow. Increasing already uncertain economic stability for businesses trying to use the trade and co-operation agreement that was signed in 2020 which would agree to allowing tariff-free trade with the European union as Brexit was underway.
14. [READ THIS ARTICLE FROM THE BANK OF ENGLAND TO LEARN ABOUT THE EFFECTS OF COVID ON SMALL BUSINESSES](#)

With this in mind it is no wonder that many small businesses are struggling to stay afloat.

And these are in many ways very depressing stats for the UK, therefore no-one can blindly assume that any of this will pass quickly or change. So we have to work with what we have fully, and use our tools and resources to capacity in order to accommodate for these changes.

Where possible we must alter, adapt and adjust how we do what we do.

This may also include differentiation or pivoting, whereby we change an area or some kind of aspect of our primary products or services to better meet demand. Or even consider another target audience,

meaning this could boost sales and improve business results through testing other areas.

We must direct our small businesses and teams into the right direction, not only with the right products and services, but with the correct strategic planning, objectives and implementation.

[EXPERT BUSINESS ADVISORS I CAN RECOMMEND TO HELP SUPPORT SME'S MOVING INTO 2023](#)

[CLICK HERE FOR 10 TIPS FOR MANAGING YOUR BUSINESS CORRECTLY MOVING INTO 2023](#)

[CLICK HERE TO GET GUIDE IN UNDERSTANDING 170 KPIS AND METRICS FROM QLIK](#)

I hope you enjoyed this post and found some value here. I wish you the very best moving forward. And if you have any questions don't hesitate to contact me.

Feel free to share and download.

Greg

P.s. Never underestimate how understanding yourself and your mind is the answer to improving all of your results, and in these uncertain times for business it matters more than ever.

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