



Leadership in the 21st Century

Free Tele-Class Calls



Do you ever wish you could talk to other small business owners about how they handle certain situations? Here's your chance. Join us for a weekly call on topics of interest to small business owners.

"Being a Leader, Even When It's Hard!"

Wednesday, Sept. 20,
10:00am to 10:45am

"Interviewing to get Good Employees"

Wednesday, Sept. 27,
10:00am to 10:45am

"Simple Marketing Plans and Actions"

Wednesday, Oct. 4,
10:00am to 10:45am

[Click here to request the call-in number](#)

Dear Small Business Owner:

Are you a leader who wants to create a work environment where your employees feel empowered? Do you struggle to know how to do that?

In a recent in book entitled "The DNA of Leadership," Judith Glaser talks about 7 traits of leaders. These 7 critical practices help create or inhibit an environment where people want to work together and accomplish as a team. How a leader uses these 7 traits will determine the culture of the organization and how it responds to change.

So, not surprisingly, the 7 traits start with the letters C-H-A-N-G-E-S. Read through them below and think about your last interaction with an employee or a client. How did you do as a leader?

C = COMMUNITY

Does the leader include or exclude?

Strong leaders practice open communication where people feel included, involved in the strategy, engaged in the business, and accountable for results.

H=HUMANITY

Does the leader appreciate or blame?

Quality leaders create an atmosphere that values uniqueness and diversity and respects the talents of every individual.

A=ASPIRATION

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Instead of using overt and covert threats to meet targets, caring leaders support and encourage individual imagination.

N=NAVIGATION

Does the leader share or withhold?

Instead of hiding the "map," good leaders ask others for guidance in making headway toward common goals.

G=GENERATIVITY

Does the leader stimulate wonder or insist upon adherence to what is already known?

Instead of micro-managing and enforcing compliance, striving leaders nurture innovation that leads to inspired breakthroughs.

E=EXPRESSING

Does the leader develop or dictate?

Open leaders encourage everyone to speak up, take risks, and to develop themselves and the organization.

S=SPIRIT

Does the leader celebrate or conform?

Instead of cold calculations and expectations, excellent leaders create an atmosphere of giving credit, praising accomplishment and progress so that everyone pulls together to move the organization toward the future.

The progressive side of these traits leads to growth and capitalizing on change. The other side results in stagnation or resistance to change. It is a leader's ability to communicate and build communities that determines their long-term success.

Developing your own leadership DNA is about discovering how you can create environments that enable growth and expression to emerge in your employees.

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these areas? We can work with you to improve these skills. Give us a call at **Alpha Business Coaching** to move your leadership skills ahead faster.

Sincerely,
Lynda Hess, Business Coach

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Remember what Einstein said: "You can never solve a problem on the level on which it was created!"