

LEAD WELL

BOOK REVIEW

Soup

Jon Gordon

KEY PRINCIPLE

There are key ingredients to unite, engage, and inspire your team and create a culture of greatness. Leadership is foremost a transfer of belief.

HIGHLIGHTS

You create a culture of greatness by expecting great things to happen - even in challenging times. You expect your people to be at their best while striving for excellence. You coach, train, and develop your team to be their best.

Emotions are contagious and impact work environments, productivity, teamwork, service, and performance in significant and profound ways. One negative person can pollute the whole team. One positive leader can rally a group of willing people to accomplish amazing things.

People follow a leader first and a vision second. Trust is the force that connects people to their leader and vision. Trust generates commitment, commitment generates teamwork, teamwork delivers results. Trust is built one day at a time yet can be lost in a moment.

Communication builds trust. Trust conquers fear. Where there is a void of positive and clear communication, we start to assume the worst and act accordingly. Fear and negativity creep in and dominate our thoughts, behavior, and actions. Fill the void with positive and frequent communication.

Leadership is not so much about what you do. It's about what you can inspire, encourage, empower, and coach others to do. All great leaders share their belief, vision, and passion with others, and in the process, inspire others to believe.

Kathy Crockett

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