EFS SERVANT LEADERSHIP NEWSLETTER

"SERVANT LEADERS ENCOURAGE, EMPOWER, AND EQUIP TEAM MEMBERS AND DON'T CONTROL."

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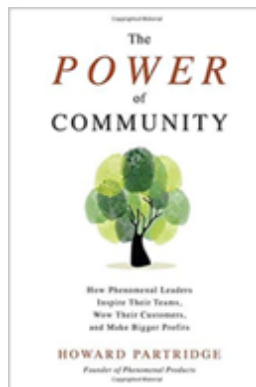
TOPIC THIS ISSUE:
CREATING A CULTURE OF COMMUNITY

WHY WE NEED COMMUNITY
BY: HOWARD PARTRIDGE
The Power of Community: How Phenomenal Leaders Inspire Their Teams, Wow Their Customers and Make Bigger Profits

Today, more than ever before, strangers on a screen influence people's minds, molding their beliefs, instilling fear rather than hope. Communication has been reduced to emails, instant messages, sound bites and tweets.

The challenge for leaders today is to make our work more compelling than whatever is happening in the media or what's happening on a team member's screen. That's a tall order and a big part of the reason we need a sense of community in our workplaces. We can make our work so meaningful to our team members that they will engage at an unprecedented level. Building a sense of belonging — a sense of community — in our companies is the answer. The reason we need community is to re-engage our team members. It's the only weapon powerful enough to disrupt the digital disconnect that happens in every company today.

All leadership experts agree that culture is the most important thing in any business. The solution is to define your culture and create a sense of belonging by creating a culture of community. The challenge when bringing people together in the world today is that each of us has different values, a different personality and different ways of dealing with conflict. Each one of us has a different vision of the way work and life should be.

In order to transform your organization, you'll have to build a foundation on leadership. Before leaders are able to change their culture to create community in their organization, they must first learn to be better leaders. Phenomenal leadership is creating a community experience that inspires the team to implement. In order to accomplish that, **leaders need two things:** *We must have a meaningful, compelling vision, and we must learn to communicate well. Leadership is effectively communicating your vision.*

Leadership can communicate most effectively in the context of community. When a group of people feels like they belong to one another, they feel cared for and they believe that the vision is worth sacrificing for; they will go the extra mile for the company. There's no stopping a group of people who not only have the same vision and values but feel like they belong to one another — and know their team has their back.

If you think about the word community for a moment, it really means, **"communicating in unity." Communicating** is just one part of the equation. **Unity** is the other part. It's only when we are truly connecting that we're really united. Or better put — **when we're united, we connect better.**

THREE KEYS THAT UNLOCK TRUE COMMUNITY
BY: HOWARD PARTRIDGE

Before reaching the ultimate goal of true community, you'll first need to create a sense of belonging, which can lead to a sense of community. Your first goal is *simply to get your team members feeling like they belong to something meaningful rather than just going to a job every day.*

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The three keys to creating *true* community are **support, encouragement and accountability.** The three keys look like this in a business environment — the *Six Steps to Building Community are outlined with two steps under each key.*

• **Support.** Helping your team members reach their goals and realize their dreams. *Step 1 is Value True Community, and Step 2 is Pursue Champion Connections.*

• **Encouragement.** Inspiring your team members to do the things they may be afraid to do. *This key unlocks Step 3: Inspire Emotional Trust and Step 4: Practice Gift Exchange.*

• **Accountability.** Providing feedback to your team members so they can become the persons they need to be. *The third key brings us to Step 5: Invite Open-hearted Encounters and Step 6: Build Growth PODs.*

The First Key: Support. Many employees feel that no one cares about them. What if you started helping your team members reach their goals in life? This is a major key to the whole idea of community. In order to get support, we have to give support. By supporting them — by going the extra mile to help them reach their personal goals — you'll earn their support in your e orts to reach the goals of the organization.

The Second Key: Encouragement. Encouragement is what inspires people to do the things they don't feel like doing, the things they fear doing and the things they don't know they can do. **As Zig Ziglar said, "***Encouragement is the fuel on which hope runs.***"** In today's world it's rare for a boss or manager to give an "Attaboy" or "Attagirl" to an employee, but your business can be the place where people get the emotional fuel they are starving for. The Dale Carnegie Institute has long taught that what employees want more than anything is sincere and honest appreciation.

The Third Key: Accountability. Accountability is key to becoming the person you were created to be. That's because it is only by being accountable that you can discover and develop your gifts and help others discover and develop theirs. In practical terms, being accountable means being true to your own values — to what you believe is important in life. And if you want to build true community in your organization,
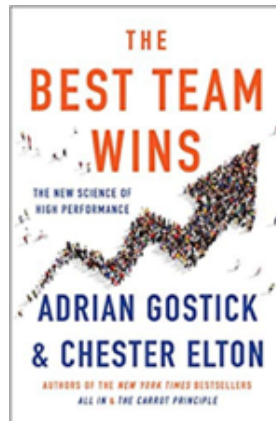
you have to determine the values that will guide that community and make sure that every member of your team, every individual in the community, operates by those values.

As an owner or manager it is essential that you create an atmosphere of accountability, which means you have to take the first step by being accountable toward others. In order to do that, you have to live a life of account- ability yourself. **Once you are living an accountable life, both personally and professionally — and the two are connected — you will be able to promote that value in your organization.**

FIVE DISCIPLINES OF TEAM LEADERS

BY: CHESTER ELTON, ADRIAN GOSTICK
The Best Team Wins: The New Science of High Performance

The solution is not to manage with kid gloves but to develop the right balance between technical knowledge and people skills. The authors distill this to **five key disciplines that every team leader will need to be successful:**

1.**Understand Generations.** Recognizing the different needs of each generation is critical to creating productive harmony. Millennials, for example, appreciate greater flexibility in their work schedule but also need more recognition from their bosses than older workers do.

2. **Manage to the One.** To avoid making oversimplification about the generational divide, make sure individual team members are engaged and have a clear career path in the organization.

3.**Speed Productivity.** Cross-functional teams, especially virtual ones, can have a short shelf life. Leaders need to ensure that new members can get up to speed and start

contributing quickly by emphasizing "security, context and affiliation.

4.**Challenge Everything.** Harmony should not be promoted at the expense of vigorous debate. The authors propose "the radical effect" of assigning one team member to deliberately challenge any assumptions in order to check the process and avoid groupthink.

5.**Don't Forget Your Customers.** Paying too much attention to internal team dynamics to keep things running smoothly will divert the focus away from customers and undermine any chance of a successful outcome.