

EFS SERVANT LEADERSHIP NEWSLETTER

"There is nothing in this world that gives a greater ROI to a leader than attracting, developing, and multiplying leaders." John C. Maxwell

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TOPIC THIS ISSUE: WHAT IS YOUR LEADERSHIP LEGACY?



IF YOU DIED TODAY WHAT WOULD YOUR LEGACY BE?

BY: ANDY ANDREWS



What we really desire is to make a decision with lasting results—a decision that actually changes our life and our legacy.

So, if you died

today ... what would your legacy be?

On April 13, 1888, a man named Alfred woke up early that morning in Paris. While eating breakfast, he began to read the newspaper and was astonished to discover his own obituary on page 3. Naturally, it was a mistake, for in fact it was Alfred's brother Ludwig who had died.

As a result of this error, Alfred was afforded a rare opportunity—a chance to see how he would be remembered. And he didn't like what he saw. As David Zacks' writes in *An Underground Education*:

"Alfred was shocked to see himself portrayed as the Merchant of Death, the man responsible for escalating the arms race. Even though he had made high-powered explosives much

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easier to use and was proud of how this power had been unleashed to mine precious minerals and to build roads, railways, and canals."

The obituary portrayed him as a "monster" whose discoveries "had boosted the bloody art of war from bullets and bayonets to long-range explosives in less than 24 years."

Stunned, but propelled into action, Alfred hatched a shrewd plan. Determined to change his current image and future legacy, he used his time and profits from the explosives to create an annual prize—for peace.

Today, few of us connect the creator of that prize to "the art of killing". And that, my friend, is just what Alfred Nobel intended.

Again ... if you died today, what would your legacy be?

How would you be described physically? Would anyone mention a specific habit or addiction in connection with your life?

Whether today, next month, or years from now, your legacy will one day be set in stone. What will we say you did? Who will we say you were? What difference will we celebrate that you made?

Your legacy is what you make it.

And the most important part of your life ... begins now.

**6 PRINCIPLES OF A LEADERSHIP
LEGACY**

BY: JEFF BOSS



Leading isn't easy. In addition to the responsibility of making tough decisions everyday, there is another critical component that pervades a leader's thinking, something

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that he or she can't help but wonder from time to time, and that is:

What will be my leadership legacy?

A leader's legacy is a byproduct of the historical decisions one makes driven by his or her personal values. In other words, a solid legacy plants the seeds from which consistency and expectations sprout that, in turn, become the organizational funnel for future performance. Jack Welch, former CEO of GE, bestowed upon his employees one question to always keep in mind when making decisions: Will what I'm doing right now result in a win for the company? As a result, he took GE from \$13 billion in 1981 to \$480 billion in 2000—an achievement *still* talked about.

Here are six ways leaders can leave long-lasting legacies:

1. Keep employees engaged. Leaders set the organizational boundaries that enable high involvement and they do so by setting a clear vision of where the company needs to go—and most importantly, they explain *why*. When people understand why a decision is made they are in a better position to be resourceful and decide the best way to work towards that vision.

2. Stay people focused. Nobody cares how much you know, until they know how much you care. A leader is always “on;” there is no time off when the public forum is your stage. Believing in human capital and demonstrating interest are two different things. Below are three ways in which a leader can show genuine interest in employees:

- 1. Take an alternative route through the company and visit employees you don't normally see*
- 2. Make unannounced offsite visits and hold town hall meetings for Q&A*
- 3. Stop by an employee's office for a conversation.*

3. Spin the spiral. There is a phenomenon that I call the Spiral of Motivation, and it works like this: Imagine entering into a SEAL team (sorry, I'm biased) as a new member, and the team to which you're assigned just returned from rescuing



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Captain Phillips, or from saving Jessica Buchanan from her pirate captors, or killing the most wanted man in the world—Osama bin Laden. Imagine for a moment, the standard that must exist to not only sustain but also improve such high levels of performance.

However, over time, team members who participated in such operations ultimately depart the team but in so doing leave a wake of excellence behind them for others to espouse; a legacy of *awesomeness* that cannot be replicated yet still serves as a vision to pursue. In other words, a bar is set that is constantly raised and it motivates lesser-experienced members to become better, thus causing a spiral effect through time.

Great leaders may dare greatly, but more so, they encourage others to spin their *own* spirals—and keep daring.

4. Set the conditions. Legacy leaders set the environment for organizational performance to flourish as a result of employee performance, and they do so by:

- Outlining clear expectations
- Ensuring the right job fit
- Making resources available for people to perform their jobs
- Enlisting senior level support

Without the proper systems and processes to funnel the right people along and teach them the necessary skills to lead effectively, mediocrity stays the flavor of the day.

5. Use uncertainty to inspire. Change may be complex, but the very uncertainty inherent to chaos affords the opportunity to *create* certainty. At the 2007 MacWorld conference, Steve Jobs was giving a keynote speech when his clicker stopped working. Instead of stumbling, he immediately used the blunder as an opportunity to tell a joke and a story (see video below). It was his composure in the heat of uncertainty—not the keynote itself—that people still speak of to this day.

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WHAT'S YOUR LEGACY?

BY: ANDY ANDREWS



What legacy are you leaving? Andy Andrews, author of *The Traveler's Gift* and *The Noticer* gives some valuable insights.

Most people never get a standing ovation.

By helping others and adding value to other people we, in a sense, are giving them a “*standing ovation*.” The ripple effect of your actions will impact others in ways that you may never know.

How do we create a legacy?

- Know that everyone leaves a legacy, but not every legacy is a good one
- You start right now
- You need to read material that adds value
- Start living your life intentionally
- Catch people doing something right

Build on what you are so:

- Those who come behind you learn from your example
- Others can learn from what you know
- Others know why you make the choices you make
- Others know how you make the choices you make

Write principles that have been important to you down to pass on after you're gone.

