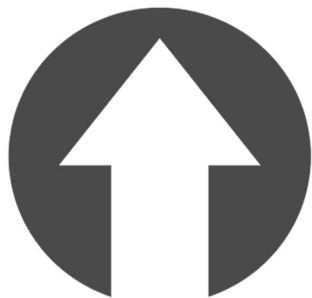


8 JOLLY LEADERSHIP LESSONS

FROM SANTA



John **Barrett**

L e a d e r s h i p



COACHING
LEADERS TO
THE NEXT

LEVEL

JOHN BARRETT LEADERSHIP

I help individuals and companies break through their limiting factors and elevate their success. A Hay Group study of Fortune 500 companies found that 21-40% utilize executive coaching; it is standard leadership development for elite executives and talented up-and-comers. An internal report of the Personnel Management Association showed that when training is combined with coaching, individuals increase their productivity by an average of 86% compared to 22% with training alone. I have been working with leaders for over 18 years. I have been personally mentored by the #1 leadership expert in the world, Dr. John C. Maxwell, to become a certified coach, speaker, and trainer on the John Maxwell Team. I have also worked with Fortune 500 companies, entrepreneurs, non-profits, and individuals who have leveled up their success through my coaching.

WWW.JOHNBARRETTLEADERSHIP.COM

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**"EVERYTHING
CAN TEACH US
SOMETHING."**

~ John Barrett

INTRO



It can't be easy being Santa. Imagine the demands put on you every year to execute a manufacturing, distribution, and customer service epicenter that is of global proportions. Each year millions of people relying on you to nail every detail on a non-negotiable time crunch. The pressure has to be insurmountable, to say the least. It has to take outstanding leadership to run an operation at the North Pole Headquarters.

Santa does teach us some incredible lessons that we can apply to our leadership journey. Remember, everything can teach us something if we look for it. We can learn from the jolly ol' fellow about how to best lead effectively. There are many insights if you take the time to unpack them.

Here are some Jolly Leadership Lessons From Santa that we can all learn from.



1

GET A FACE

Every team needs a leader. They need someone that steps up and is the visible leader in charge. People connect with people. Teamwork is a vital component to success, but in order for teamwork to exist, there has to be a leader somehow, someway. Not everyone can be the face. Too many heads can equate to a monster.

Every great movement had a singular leader that championed the vision and the cause. Think of champions like Martin Luther King Jr., Mother Teresa, George Washington, William Booth, Winston Churchill, the list goes on and on. A leader spurs the people along in their effort. It is vital for the right person to step up and become the face of whatever it is you are trying to accomplish. This is not a positional thing; it is a leadership thing.

Santa is an excellent face for the North Pole's operations; he encompasses the spirit of what everyone up there is trying to accomplish. In the same way, if you want your team or organization to be effective, it has to have someone at the helm leading the way; a go to person.



2

FIND OUT THE NEEDS

Every year millions of little children write Santa letters telling him what they want for Christmas. In fact, many states & countries actually respond to letters that are sent to local mail carriers.

One year New York responded to over 500,000 letters from children sent to the local mail services through a program called "Letters To Santa." Here, the leadership lesson is that Santa responds to the kid's needs, not just his assumption. He finds out what the people want and then reacts accordingly.

Great leaders listen to their people. They listen in order to know who they are dealing with and what they are dealing with. Dr. Covey taught us to Seek First To Understand Then Be Understood. This truth is a leadership tool we have to use daily. When you find out the needs, you can come up with the answers. You can't lead if you don't listen.



3

SURROUND YOURSELF WITH A GREAT TEAM



You are only as good as the people you surround yourself with. Santa was smart to recruit the elves to help him run the business. It is only because of their help and effort that the North Pole Operation can function as it does.

As my mentor, Dr. John C. Maxwell, taught me, one is too small a number to achieve greatness. It takes teamwork to make a dream work. Leaders have to spend time developing those around them to become great leaders as well. The more you empower those around you, the more opportunity you'll have to grow. Invest in your team by helping them to get better and better as you develop them to their potential.

Your success is dependent upon the people that are working with you. It is vital to have a great team of people you can rely on, which will help grow your cause. If they can't do that, you need to either train them or release them. Your ability is dependent on your team's capability. When you talk them to the next level, they'll take you to the next level.

4

GET THE RIGHT REINDEER

Santa can fly his sleigh only because of the fantastic reindeer team he has assembled. Every great leader needs some reindeer to accomplish the mission. Santa can't do it all alone, and neither can we.

One of the first acts of a leader is to build a great team around him/her. Your reindeer are your inner-circle of people that you need to spend the most time with. They are the ones which will impact everyone else on your team. You can't spend time with everyone in the organization, but you can if you spend time with your key leaders. Those key leaders will then represent you and carry out the vision you instill into them.

As the famous line in the movie, *Gladiator* says, "Win the crowd, and you'll win your freedom." The same goes for leadership, but it goes more like this, "Win your key leaders, and you'll win the organization."



5

HAVE A GREAT WORKSHOP



Santa and the elves can accomplish their mission because they have a great workshop to produce the toys. In the same way, you must have a great workshop to create. Your environment, office, workspace, etc.... should be conducive to getting work done in a fun/creative/productive way.

Everyone needs a creative space to work out of in order to make what they do great. Never underestimate the power of the environment. Just like a plant needs a proper greenhouse to grow, so we need an appropriate greenhouse for our thoughts, ideas, and creativity to flourish. Make your organization a fun/productive place to work by making sure it is a creative space. When you set up your own office, house, or creative space, you need to incorporate elements that will spark your creative juices. People overlook this vital component of creativity. They view it as a luxury, not a necessity.

The most creative people and the most innovative companies invest time, energy, and resources in order to make their environments catalytic.

6

MAKE A LIST AND CHECK IT TWICE

Great leaders prioritize what needs to be done, and they double-check that list to make sure they get it done. Within every organization, there are endless tasks, projects, and stuff that needs to be finished.

Great leaders can sift through the minutia and make the complicated simple. Santa knows exactly what boys and girls are eligible to receive gifts. Similarly, we need to make sure we know exactly what the mission and prioritize are so we don't get lost among the vast sea of busyness. Being busy does not equate to being productive, and a smart leader knows the difference.

Make a list of the top things that need to be done and hack away until it gets finished. Always reevaluate your progress, so you know exactly where you stand in the moment to plan for the future.



7

TIME EVERYTHING

Santa has a specific deadline to deliver the goods...it has to be executed by December 25th. In the same way, leaders must understand the law of timing. The right timing can mean the difference for the right results. Just because something could be done does not always mean it should be done. Too many leaders are either too quick to pull the trigger or sometimes too slow. Knowing when to move is as important as what you are moving. The right thing at the wrong time can produce the wrong results. So how does one know when the right time is?

a) Read your people

Make sure that for every decision you make, your key people are on board with you. Not everyone will get what you are doing at all times, but your key people should be behind you. Make sure you read the morale of your team before you make big decisions.

b) Follow your gut

A true gut feeling is more than a mystical whim...it is an intuitive skill that gets overlooked. Great leaders know how to follow their gut. But remember, their gut is not a shot in the dark, it is an internal, calculated, and experienced mechanism guiding your leadership. Trust your leadership intuition



8

ALWAYS BE PREPARING

One of the lines I love to hear in the Christmas movies is when Christmas is over, and all the elves yell, "Let the preparations begin for next year!" At that moment, everyone is super excited about starting the process all over again.

The truth is we should always be preparing for the next level of advancement. The moment we get comfortable is the moment we stop growing. We need to take time to celebrate, but as my mentor, John C. Maxwell, taught me, "Yesterday ended last night." This means we have to be careful not to get stuck in the past failures and even successes. We need to keep our eyes looking forward. Preparing on the front end helps you become successful on the back end. Always be prepared so that when your time comes, you are ready for it.

Coach John Wooden said, "When opportunity comes it's too late to prepare." If you are prepared, you will be ready. As a leader, you must always anticipate what is next and start preparing for it before "it" even happens. Think long-term in your plans and preparations.



Check Out These Resources



Oliver Wendell Holmes said, "One's mind, once stretched by a new idea, never regains its original dimensions." As you journey through this content your mind will stretch with examples, tips, and strategies to empower your leadership ability. When you are filled with the content from these posts, your cognitive awareness will become a leadership library archive. You will then be able to access this library in any given situation and know how to lead through it. As your cognitive leadership library increases, it catapults your ability to lead effectively.

We cannot improve that which we are unaware of. So to improve, we must first open ourselves up to resources that will ignite our capacity to learn. It is through information that we open the door to transformation.



Do You Want to Level Up YOUR Leadership Ability?

THIS BOOK SHOWS YOU HOW ✓

Leadology Available At:

amazon iBooks  JohnBarrettLeadership.com

DISCOVER
THE 5 SECRETS TO GETTING A RAISE

Available at
amazon



COACHING LEADERS TO THE NEXT LEVEL

Coaching Leaders To The Next Level

Great leaders are always advancing their leadership ability to the next level. They never stop challenging themselves to reach new heights. They know the secret to success is the capacity to lead well. In fact, true success is simply an overflow of great leadership.

Yet, so many leaders and organizations feel frustratingly stuck. They are striving for success but aren't gaining any traction into growth. Their solution...work harder. But in doing so they are just spinning their wheels in the mud.

This is where I come in. Every leader needs a guide to help bring out the best in them. Luke had Yoda, Katniss had Haymitch, Frodo had Gandolph, Dorothy had Glenda. Everyone needs a trusted coach to help them become the hero they were created to be. I do just that. My role is to help you level up your leadership ability and win.

Professional Coaching Industry Statistics

A survey by Manchester Inc. of 100 executives found that coaching provided an average return on investment of almost six times the cost of the coaching.

An internal report of the Personnel Management Association showed that when training is combined with coaching, individuals increase their productivity by an average of 86% compared to 22% with training alone.

A Hay Group study of Fortune 500 companies found that 21 to 40% utilize Executive Coaching; Coaching was used as standard leadership development for elite executives and talented up-and-comers.

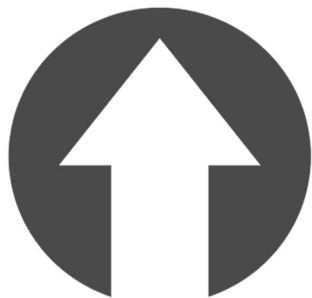
What Coaching Does...

- Increases Communication
- Improves Performance
- Impacts Productivity
- Ignites Confidence
- Instigates Motivation
- Initiates Action
- Instills Accountability
- Influences Decisions
- Inspires Courage
- Identifies Opportunities
- Installs Creativity
- Integrates Teamwork
- Invades Limits
- Invokes Ideas
- Illuminates Vision
- Isolates Problems



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