

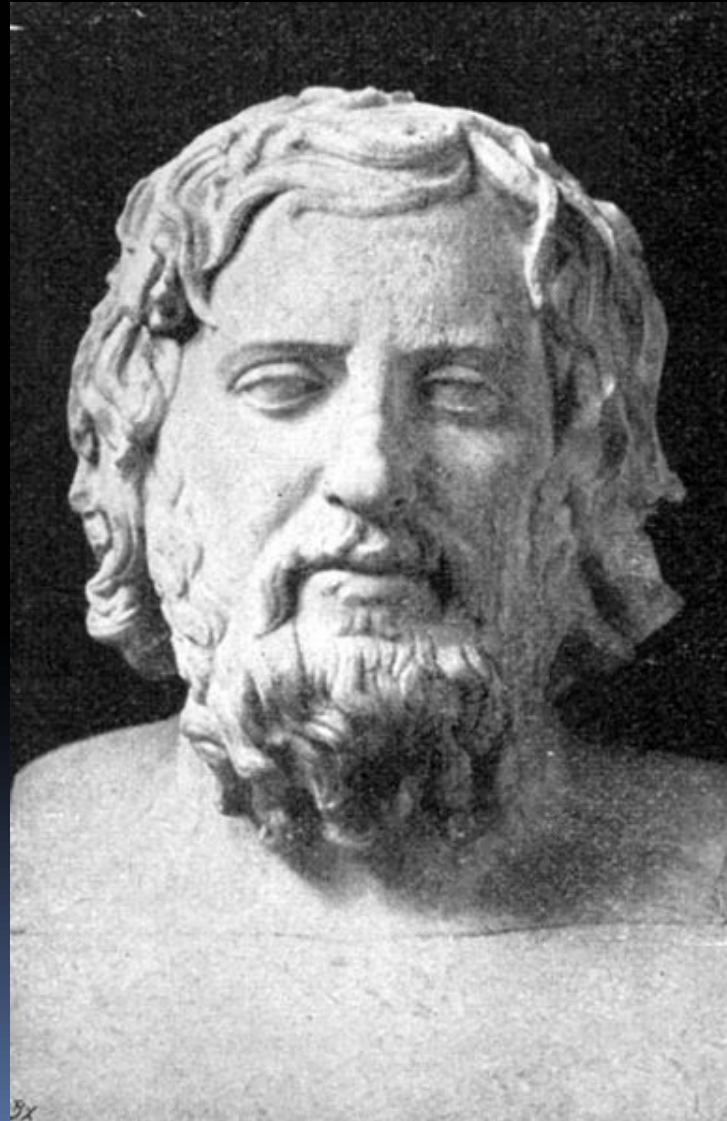
# CREATING A CULTURE OF LEADERSHIP

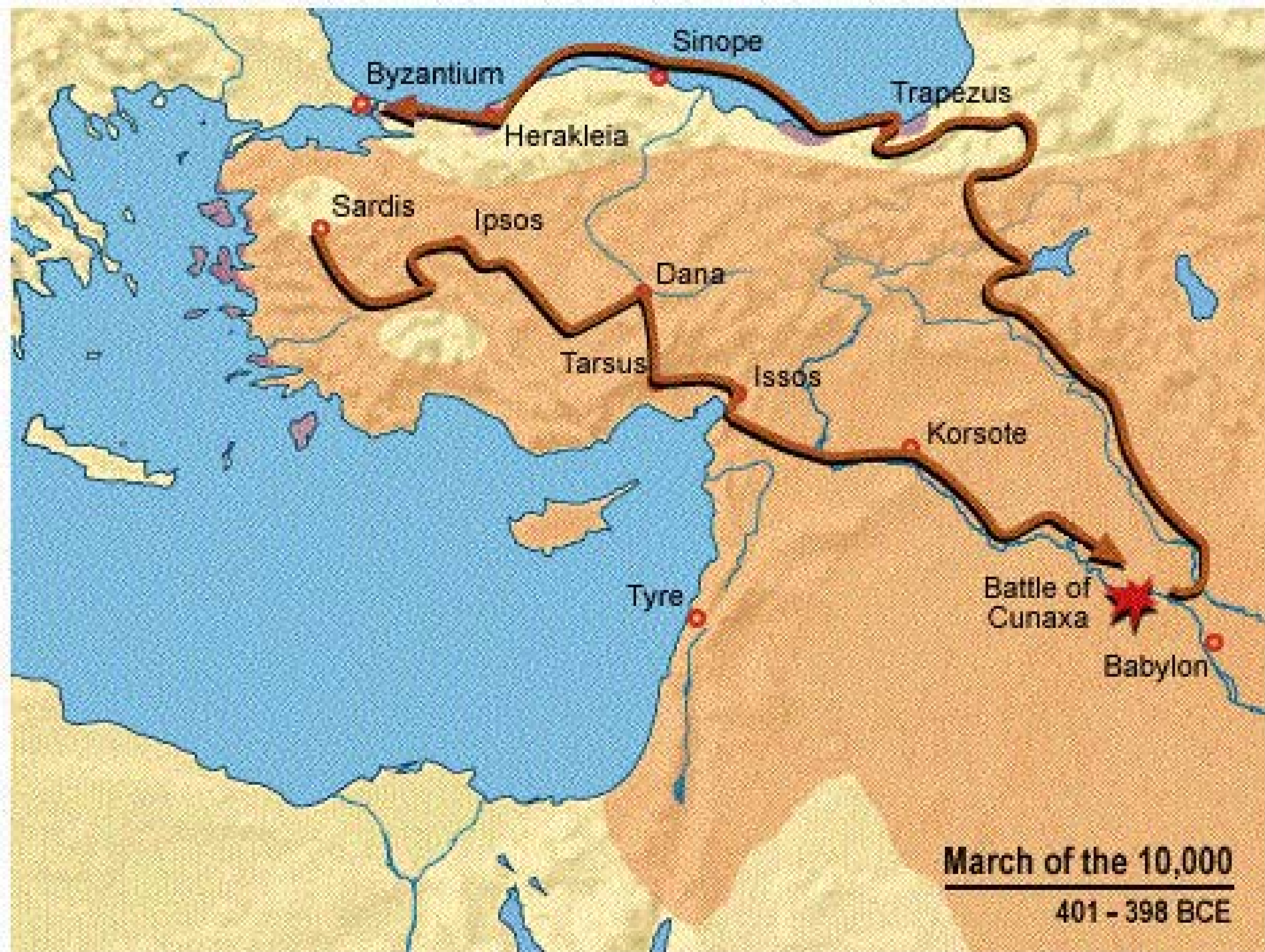
Mark D. Matthews

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Think of Leadership and  
Management as two  
separate concepts...

# Xenophon (430 B.C. – 354 B.C.)





Byzantium

Sinope

Trapezus

Herakleia

Sardis

Ipsos

Dana

Tarsus

Issos

Korsoite

Tyre

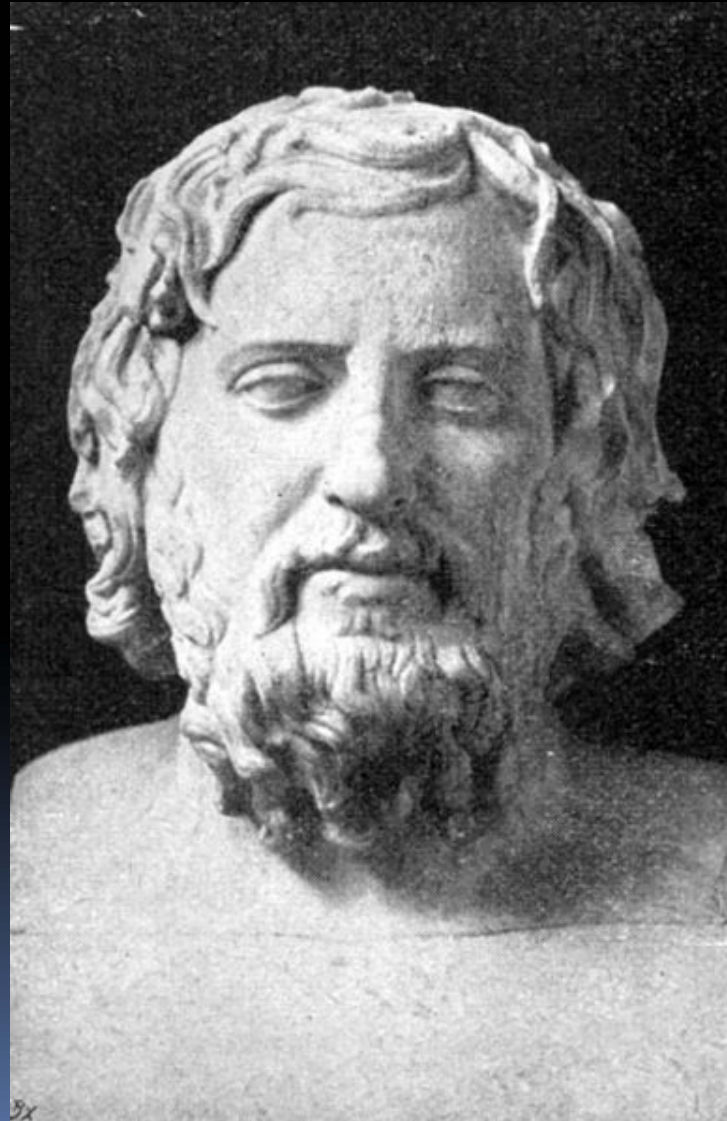
Battle of  
Cunaxa

Babylon

**March of the 10,000**

**401 - 398 BCE**

# *Xenophon's Speech..*



# Defining Leadership:

Communicating  
a shared vision and  
inspiring others to achieve it.

# Three Components:

- *Communication*
- *Shared Vision*
- *Inspiration*

Communicating  
a shared vision and  
inspiring others to achieve it.

*What does this definition not require?*

The subtle beauty of this definition..

Communicating  
a shared vision and  
inspiring others to achieve it.

...is that you can always be a leader, regardless of whether you are in a leadership position.

# CREATING A CULTURE OF LEADERSHIP

1. Respect the idea of leadership
2. Communicate
3. Create a shared vision
4. Inspire others to achieve it

# 1. Respect the idea of leadership

- Lead by example
- Train, counsel, and mentor your leaders
- Make your leaders hold their subordinates accountable

## 2. Communicate

- Why is this bit of information important?
- Who else needs to know?
- How much or how little to communicate – and when?

# 3. Create a shared vision

- What is our mission?
- Who are our customers?
- How do we serve our customers within that mission?

# 4. Inspire others

Answer these questions:

- “Why are our efforts important to...  
...our customers?”  
...our organization?”
- “What benefits do I receive?”
- “What benefits do my teammates receive?”

# In Conclusion...

**Leadership is:**

**Communicating a shared vision and inspiring others to achieve it.**

**We create a culture of leadership when we:**

- 1. Respect the idea of leadership,**
- 2. Communicate,**
- 3. Create a shared vision, and**
- 4. Inspire others to achieve it.**

QUESTIONS?

*Slides will be available at*  
*[www.Lead Follow Or Get Out Of My Way.com](http://www.Lead Follow Or Get Out Of My Way.com)*

*Thank you for your time and*  
*attention, and*  
***Stay Motivated!***

**Mark D. Matthews**

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*[www.staymotivatedadvisors.com](http://www.staymotivatedadvisors.com)*