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Newsletter Issue # 12
What Great Leaders & Managers DO



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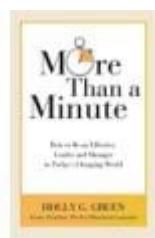
... helping companies, teams & individuals be better, faster, stronger

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Book Buzz

More Than a Minute made several Best Leadership Books of 2008 lists! Have you got your copy



yet? You can't afford to be an OK leader or manager today. You have to be the best. [Get the tools you need by ordering your copy of *More Than a Minute* today.](#) What are you waiting for? Your competitor may already have one.

"This book is an excellent frame for strategic planning and execution. There are so many good sections of questions and other tables in the book that you can start using tomorrow...very practical and useful."

Holly Green, Live & In Person

Albuquerque, NM Event on February 26, 2009



Holly will lead a session for the New Mexico Vistage groups on Destination Modeling - defining and getting to success. Participants will learn techniques that work for Olympic athletes and some of the world's best companies - the 'what' and the 'how' you and your

What do Great Leaders & Managers DO?

What you do as a leader speaks so loudly that others cannot "hear" what you say. It is your actions, not just your words, that define you as a leader. And your actions set the tone for execution excellence throughout your organization.

Today, CEOs globally are concerned about getting things done within their organization, and in tough times, it becomes even more critical to get the right things done. Leaders and Managers today not only have to determine which race to run (strategy), but they must also figure out how to run the chosen race faster, better and stronger than anyone else (operational planning and implementation). Both are necessary.

To succeed today, a leader and manager has to DO well at the following:

- 1) Get back to basics when everything around you diverts you into complexity. Don't let distractions pull you away completely from what is truly critical. Make strategic planning a way of life in your organization.
 - Use a strategic planning framework to drive what you do and where you focus your energies.
 - Embed ongoing strategic planning in your processes. Constantly check for internal and external forces that may impact where you are going, what you need to do and how you need to do it.
 - Organize your day around achieving your destination as well as informing, inspiring and engaging others in getting there.
- 2) Communicate constantly about your strategic planning framework informing employees of where you are going, where you are today and

company can win. For more information and to register for this event, please contact Karen King at 505.299.4989 or

kingkm@comcast.com or Charlie Hawkins at 505.828.3429 or Charlie@CharlieHawkins.com.

You are invited to join Holly for a **complimentary** session on Friday, February 27th from 7:30-9:00am at CSUSM Markstein Hall.

Holly will explore key forces impacting leadership and management today and inspire you with her insightful "**Don't Just Survive: Tools to Thrive as a Leader & Manager**". There will also be an exciting announcement regarding the upcoming Management Development Institute released at the event.



Seating is limited so RSVP today. Click [here](#) for more information or to register for this exciting, free event.



Join Holly & other amazing leaders for the "Leading Strategically: Critical Skills for Effective Leadership During

Challenging Times" series presented in conjunction with San Diego State University, College of Extended Studies.

Sessions: March 6th, March 20th, April 3rd, April 17th and May 1st from 7:30-11:30am.

Registration and more info available [online](#) or call

(619) 594-5640 using priority code DFZ5.

Keynote Presentations



Do you belong to a professional

keeping them updated.

- Set clear expectations of what excellence looks like.
- Expose the why behind your decisions.
- Establish individual goals linked to the company's strategic planning framework.
- Inspire employees by presenting a compelling picture of what the future looks like.
- Engage employees continuously by asking about progress and highlighting accomplishments.

3) Build a high performing culture that supports your strategies & brings them to life.

- Consider what and how you will get to your destination points and communicate it constantly.
- Measure what matters and what employees can relate to in their jobs every day.
- Encourage ownership behaviors in employees.
- Remain vigilant about reviewing external and internal forces that may impact your strategies.
- Give people what they need to be successful. Set yourself and everyone in the organization up for success.
- Review organization processes and systems to be sure they are aligned with where you say you are going.

4) Provide continuous feedback.

- Consider values and results.
- Build trust through understanding others.
- Link to rewards and recognition.
- Deal with problem performers.

5) Constantly learn and unlearn.

- Be observant and flexible.
- Focus on problem solving.
- Be direct and candid with others.
- Have a broad range of interests.
- Think strategically and be action oriented.

6) Build trust. Trust is the state of readiness for unguarded interaction with someone or something. Trust is built and maintained by many small actions over time. Trust is telling the truth, even when it is difficult and being honest, authentic and reliable in your dealings with customers and employees.

More Than a Minute provides tools, tips and checklists and is a comprehensive resource to help you do all of

organization or industry group? Holly would love to speak to your group or conference.

You need real tools to thrive as a leader and manager in today's environment. Holly provides them in interactive keynotes and workshops. Contact [Holly](#) today to discuss how she can customize content to achieve the results you need.

Are you twittering? ...have any friends on Facebook? ...Linked In yet? ...gotten on Plaxo? ...are you getting the More Than a Minute weekly blogs? Social media is powerful and a great opportunity to do more than ever before with fewer dollars.

Connect to Holly via social media and learn even more about being a great leader and manager today!

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[MTAM Blog](#)

the above.

Do the right things in the right way! As a leader or manager, there has never been a better time to lead by example!

Answer to last edition's *Who said this?* "We are what we repeatedly do. Excellence then, is not an act but a habit." Aristotle.

This week's *Who said this?* "A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be." Find out who in the next newsletter.

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offers a wide range of complimentary articles as well as toolkits for purchase. Visit [The Human Factor, Inc.](#) to see all that we offer and order what you need today.



Kudos!

Holly wins Vistage Speaker Award 2nd year in a row. Vistage, the world's leading CEO membership organization, has awarded Holly the Fast Track Award granted for the most presentations to CEO groups in 2008 while maintaining the highest average approval ratings among all qualified speakers.



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