

THE TRADIE SHOW

How To Become A
Great Leader For Your
Trade Business



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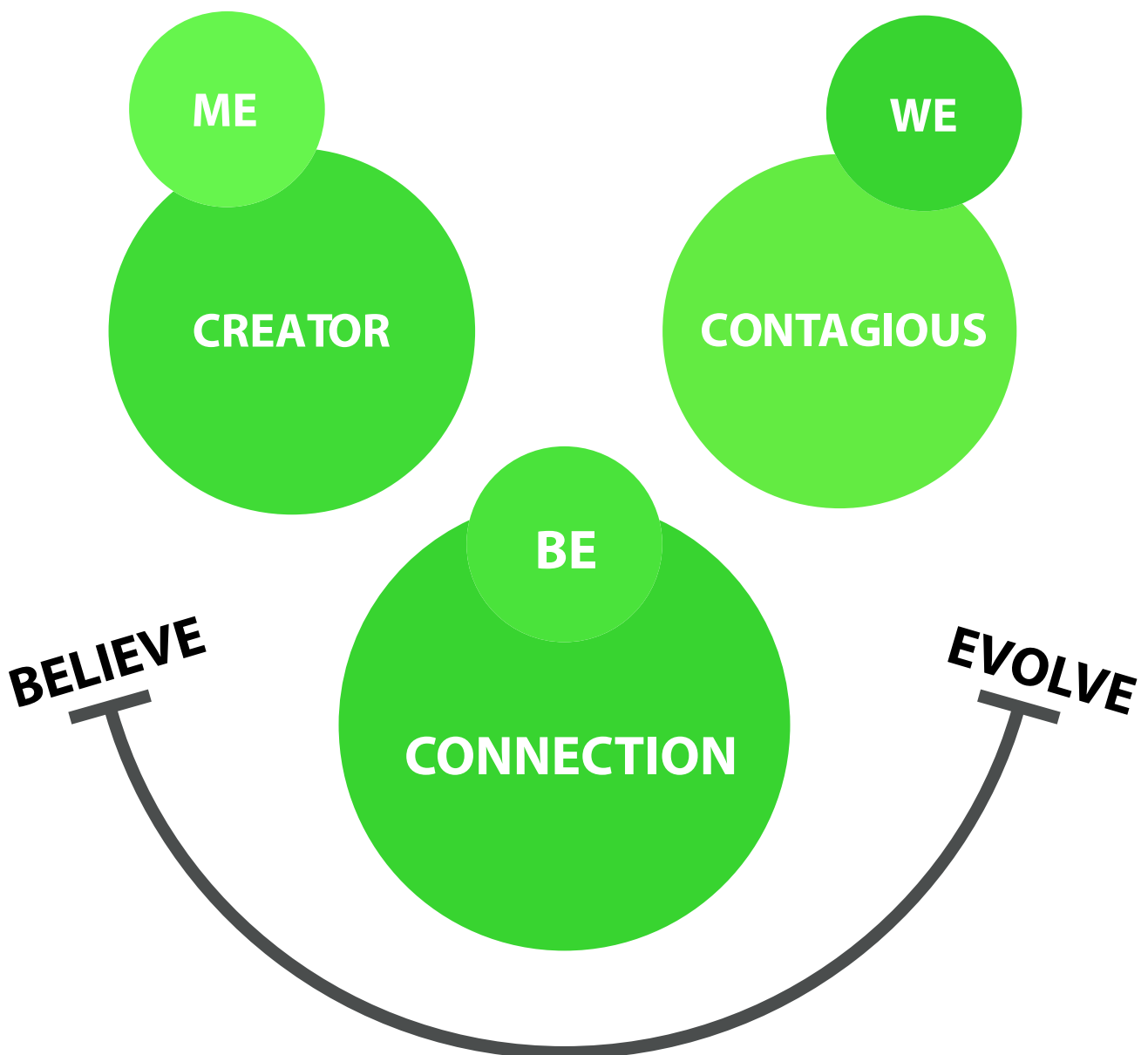
EPISODE 10

How to Become a Great Leader for your Trade Business

“85% of your financial success is due to your personality and ability to communicate, negotiate and lead. Shockingly, only 15% is due to technical knowledge.”- Carnegie Institute of Technology

When you get leadership right within a business you have an energised and happy workplace

‘The Great Leadership Formula’ explains how you can become a great leader in your trade business..



Creator

You are the creator of your business and it's your vision. You want your staff to buy into that vision. No one wants to work for a company that isn't growing, changing and developing so it's important to make your vision visible to your staff.

Make it visible by:

- Painting a “colourful” and creative vision
- Communicate your vision and your employees role in realising it
- You need employees that believe in your vision otherwise they will bring down the rest of the team so let go of any staff that don't buy into your vision.

Contagious

You need to remember that as a leader your mood is contagious and rubs off on your staff.

“20-30% of business performance is determined by the mood of your employees. The number one predictor of their mood is their leader.” – Daniel Goleman

Leave negative emotions at the door and always be positive in front of staff.

Your mood will rub off on your staff and therefore customers because your staff will not be as happy when communicating with customers.

Why does happiness matter?

Happier leaders result in:

- Engaged team
- Lower turnover
- Increased productivity
- Enhanced customer satisfaction
- Avoid burn out (Achor, 2010, p. 40)

If you as a leader are having a bad day then you must bring positive energy regardless. If you see one of your staff members might not be having a great day then you need to talk to them and try to find out why that might be the case.

When dealing with staff members (and customers) that are not having a good day you must match their tonality. E.g. don't be upbeat and loud, if someone is having a bad day and speaking with a lower voice then match their tonality. It's important that as a good leader you can do this and teach your staff to do the same when dealing with customers. Can't get out of a negative state?

Can't get out of a negative state?

- Remove yourself from the office
- Go for a walk
- Do some exercise
- Fix your diet
- Go to bed earlier at night

Connection

Humans are naturally known to want to bond with other humans. It's important to build team morale, link individuals' personalities and match the strengths and weaknesses of individuals in your team.

- Connecting with your team means you know how to lift them up when they are down.
- Team bonding activities and team meetings really lift the team up. E.g. team bonding activity once every quarter and team meeting every Monday.
- To have connection you need the right core values and that's all about getting the right core values as a leader. E.g. integrity, trust, hardworking, good ethics.
- Actively seek the good and show gratitude
 - Humans constantly find the negative in everything.
 - Thank your staff - even if you don't see them often, give them a call!
 - The law of reciprocity- If you say a good comment they might not say one back but they will think good things about you.
 - "Staff don't stay for the business, they stay for you, the leader." – Andy and Ange Smith
- Its about 'We' not just 'Me'
 - Your team, suppliers, staff are looking for a leader that will stand up, take ownership and lead in the right way so that they are really respectful of the way you operate. But, you need to honestly believe that you can be a better leader. You need to believe that both you and your staff can improve. Both you and your staff need to believe that the team as a whole unit can be better.
 - Constantly evolve, change and be consistent.

What's next?

You're the one wearing the heavy load of responsibility — and suffering major stress.

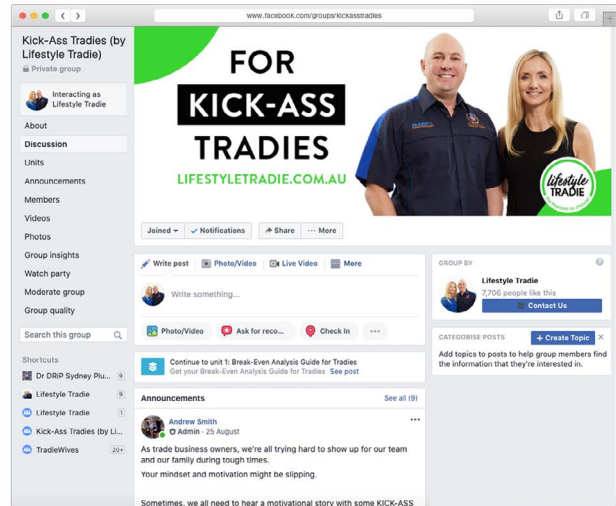
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Lifestyle Tradie Live



Join us at our live event,
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These 1-day live events are jam-packed with trade-specific knowledge that YOU need to know in order to build a strong, successful trade business.



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