

What Else!

You Should Know about

“Leaders”

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Introduction to the “What else!” series!

Dear Readers,

For last almost three years, I have been trying to compile one book, and NOT to my surprise, I didn't succeed. It was only two months back when I compiled all the drafts, I wrote with intent to write a book. After revisiting precisely 317 drafts, I concluded to focus on one single idea that was apparently dominating in all my previous writing... and the idea was “What Else!”

“What Else!” series is a collection of weird & crazy, yet practical and effective ideas on various subjects. It has to do nothing with the conventional corporate wisdom, and is recommended for anyone and everyone. This first endeavor focuses on Leaders & Leadership. In future, you can expect topics like Change, Team Building, Management, Customer Service, Training, HR, Organizational Development, Workplace Relationships, e.t.c.

This e-book is easy to read, mild to digest, fun to apply and free to pass on. Happy Reading!

- SZ

Getting Personal with Leadership

Leadership was never a science, and 21st century is proving it, everyday! Having met some dynamic individuals, creative-freaks, result-oriented yet performance boosting maniacs, I am sure that the times ahead will welcome only those who can lead with a bit of CommonSENSE.

I assume that you must have gone through numerous leadership materials, focusing around principles, values, integrity, and few other thick words to add on. This e-book has to do nothing with these major ideas. Instead, this e-book revolves around simple, challenging and dynamic leadership traits.

The only thing that you'll miss in this e-book is the formal definition of "Leadership" (and that is due to my personal disliking). Being the author myself, I took the liberty of not even thinking about any definition.

As per my limited "so called wisdom", that's the damn problem - we start defining everything. In my view, the only word that needs a definition is "Definition" itself.

For Leadership, I would say, let it be an open ended quest!



1 # Leaders are Opportunity Creator

The number one responsibility of a leader is to create opportunities for others. Make room for them to express their strengths and a platform to overcome their fears and weaknesses.

For all my Formula loving readers, the following goes for you:

Leaders + Opportunity creators for others = Personal Legacy

Leaders - Opportunity creators for others = Limited Position tenure

The formula is as simple, "Help others reach their goals, and they will bring your goals to your doorstep".

So, instead of aiming at transforming individuals, just create opportunities and encourage them to apply their strengths. As a result, you will find yourself in a voyage of mutual discovery.



Note that creating opportunities for others is possible when one believes in him or her self. Self Belief is the key...

The Bottom-line is, "Losers can't create winners".

2 # Leaders are Player – Not necessarily the Best

I don't exactly know how long it will take us to understand this very simple fact... Leaders are not necessarily the best players. Player's master processes, Leaders are People Champions. How Process orientation can predict success in People matters.

Why don't we learn this from sports! How often you find the team captains as the best player of that team... rarely! May it be soccer or basket ball, cricket or hockey - the one who leads the team is someone who knows how to manage the best talent pool under one roof.

So, although leaders must have a finger-tip orientation of the business, their success as a leader depends on the amount of "people stuff" they possess.

So before promoting anyone - audit the leadership potential (The people side)... because now it matters the most.



The Best Leader is one who brings out the Best in you. Period.

3 # Leaders are Angry

As rightly said, "If things seem under control, you're just not going fast enough."

I simply doubt the competence of calm, satisfied, easy going kind of individuals. It might be my biasness, but then tell me ANY leader who made ANY difference, having these attributes. From Gandhi to Mandela, from Welch to Steve Jobs, from Bill Gates to Richard Branson, all were unsatisfied, angry kind of leaders.



The problem is the connotation, with which Anger is understood, normally. Being angry over some terrible present state and status quo and then making all possible endeavors to get the world out of it, is the beauty of a leader.

One really fantastic fact that I discovered while reading about so many leaders... one thing that was surprisingly common... They all were pissed off at the present state.

So dear readers! What's up with you... are you satisfied with what you have been doing...? Is everything under perfect control? Is everything predictable around you? Are you ready to kick off any recession that may effect the globe? Think about it!

4 # Leaders take the Charge!

Imagine your tombstone... and consider these lines, written over it!

*"This person would have been
world's greatest _____, if his
boss would have let him be"*



*What a shame when we put the
blame for our failure on other's act.
Take the damn charge of yourself.*

*How would you play if you know this game is your last one! That's the
damn question worth asking yourself!*

*Dying being mediocre is shameful.. being mediocre is perhaps the
biggest insult to humanity. Think of what special you can bring to
the world, and start preparing for it - today!*

*So the key is, take the charge and start playing. As rightly said by
Henry Ford, "It is observed that successful people get ahead in the
time that other people waste".*

Stop waiting - Start Doing! If not now then when ??

5 # Leaders Trust

One thing that distinct fear and respect for leader is 'Trust'. The credibility (outfit of trust) is so apparent, one can't ignore its impact. I am not saying that all great leaders have never lied - the key to create the credibility (read trust) is the shrewdness, a leader must master.

Just think of a small baby, when tossed in air, smiles - what makes him/her feel so confident is his/her sacred trust on the person on receiving end.



Do note that trust takes time to penetrate hearts. It's not an instant mechanism, particularly in the unpredictable times we are living in. However, once established, its benefits are tremendous - both personal and professional. The equation is simple:

Trust Increases → Cost Decreases → Productivity Increases

Trust Decreases → Cost Increases → Productivity Decreases

So, Being Trustworthy is the number one assignment, you have as a leader... Best of Luck!

6 # Leaders are Sales Champions

Sales - another word, corrupted by its connotation. Sales is perhaps the most dignified, historic and common profession in the world. Every leader is a salesman. If you don't trust me, you must not have studied Gandhi, you must have no idea on what Hitler was all about, and you must be missing on Jinnah's success story. They all were fantastic - BRILLIANT sales people. "Ideology", "Vision" and "Passion" were their products.



I still remember that workshop where we were asked to list the benefits of our product or service in two minutes. I stood second with 21 benefits (training as my product), but was 17 benefits behind the guy who stood first. The surprising deal was that the product he described was "toilet tissues". Un-Believe-Able! That's what I call Loving your product!

Leaders sell the cause! The better the sales pitch, the greater the impact and result! Whether a religious preacher or an academic professor, a shop keeper or a corporate tycon - as a leader, you must master the art of selling idea, product or the service! If you cant sell your idea, you better get busy buying someone's else.

7 # Leaders Leave

There is a time to come and a time to go! You might come in accidentally, but leaving should be intentional. Because, if you don't leave at the right time, you'll stink. We might be the best creation on face of earth but are not good enough to last for all seasons.



The idea is to play your part and leave the stage. Make it short and sweet.

In the end, it doesn't matter how many hours you were on field. The thing that changes the equation is the impact you made during your stay.

Unfortunately, not many people realize the fact that in order to go at a better level, you must give away your present state.

8 # Leaders are Optimistic

Leaders are damn positive about the quest they are into. I remember my father's facial expression on all bad news that our family ever had.. He was always concerned, yet depicted a hope from his gestures, as he knows the way out - and surprisingly - every time, he managed to actually guide us out of it!

"A leader is a dealer in hope." Napoleon



Optimism is "Showing up". Great leaders thrive when everybody else have discarded the chance of winning. "Showing up" is the difference between a legend and a loser. Legends of today, showed-up yesterday!

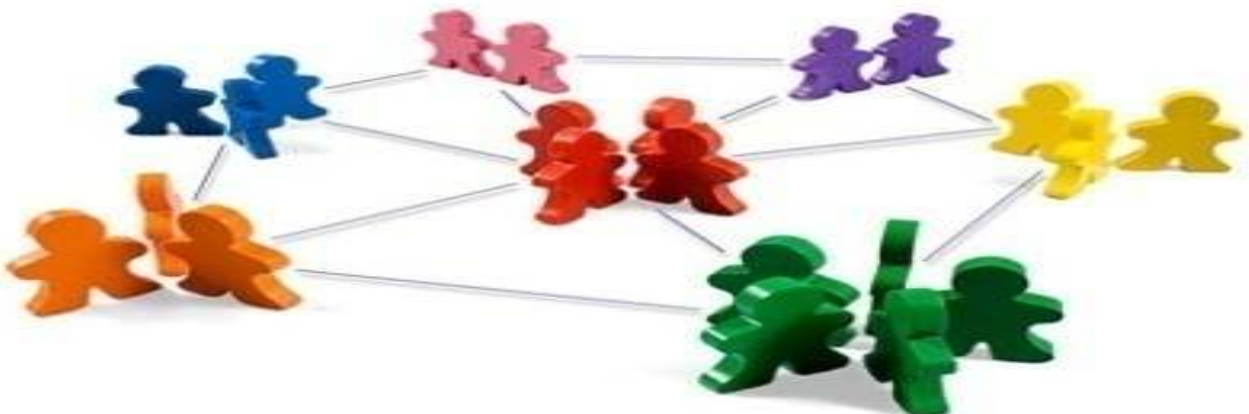
Optimism is contagious, and leaders realize it. Every bit of energy through their pores has a message of hope, a sign of success, and a dose of strength.

9 # Leaders thrive on Relationships

Leaders understand that in the end, Leadership is purely a personal relationship game.

*There's lot of stuff written on "Return on Investment" - I request, start thinking over "**Return on Relationships**". By no means I am trying to be extremely materialistic or greedy - I am just humbly putting up a fact. In the times we live, it doesn't actually matter what you know; the thing that makes the real difference is Who you know? Almost all senior management hiring proves my point.*

We are living in an era which is more and more interdependent. The Global impact might make your worst enemy, your new business partner. Imagine! - To cater the mass production and unbeatable human base of local FMCG companies in China and India, P&G and Unilever combines their forces to compete them... Whoops.



10 # Leaders Laugh

Leaders GPS - Go Play Some!

Leaders enjoy every bit of it. They enjoy being there. It is surprising but a fact that "The upper you go in management ladder, the lesser you laugh"... Why? Laughing is very much Humanistic - trust me!

Great thinker & Philosopher, Osho, once said, "the one who can't laugh with all his heart and soul, is the one who is insecure about himself."



The good news is that Laughter is not amongst even the top 1000 reasons for death - so take the liberty to laugh quite often. You will look cool. I still remember the mummings of a training manager, for myself, while I was conducting a training session. He commented, "He laughs so much; I am sure, he is not a good trainer, as he is not serious about life" - my remarks on this statement - May God bless him!

11 # Leaders honor Youth

Leaders of today realize that 'tomorrow' belongs to Youth. Not old visionaries, not the great strategic thinkers - but these 'counter-strike' playing, crazy, risk taking freaks called Youth.

Let's admit, for the first time in history, children are more comfortable, knowledgeable and literate than their parents. Do your own research and you'll find out that all great discoveries in physics were made by those under the age of 25. This is because they don't know what they don't know!



Acid Test is here... How many members of your board of directors are under the age of 35?...30?...25! The misery with our part of world is that all major societies - in all fields, are dominated by those, whose era was over, 15 years back!

As a leader, you must acknowledge this very fact that we are now living in Youthful revolutionaries.

12 # Leaders savor Diversity

Our forefathers lived in the local context. Our parents, and we are living in global context. However, time is changing its dynamics again.. It's the "Glocalized" world.



Creativity depends upon Diversified minds, working for the same purpose. Unfortunately, as managers, we like hiring like-minded people. It will create nothing but a bunch of look alike jerks, corrupting the entire system. The best way to thrive in today's "Glocal" workplace is to mix ages, cultures, sexes and disciplines. Organizations say, diversity is good to have - I demand, Diversity is MUST. Stop hiring people from same organizations, same industries, and same universities. They will get you better (possible) but not different.

The Challenge: to start off, go and hire a "C" grader (with great attitude) - The fact is, only C and D graders have changed the world. The news is, "there are more Einstein and Gates waiting for you..."

13 # Leaders are Action Maniac

We are living in a hyperactive, brutally competitive and insanely dynamic world. The Action part in Strategy Execution is something that sets you apart.

If you don't know, what's going on... Stop thinking, and do something about it. Herb Keller screams, "We have a strategic plan, it's called 'doing things'".

John Masters, Canadian O & G wildcatter quotes "This is so simple it sounds stupid, but it is amazing how few oil people really understand that you only find oil if you drill wells. You may think you're finding it when you're drawing maps and studying logs, but you have to drill."



According to Wayne Gretzky, "You miss 100% of the shots you never take." Some leaders complain me about the policies as their biggest hurdle... I have a solution to propose, "Honesty is the best Policy, Procedures may differ."

14 # Leaders Change the Damn World!

Leaders do the stuff that matters the most. Think of this world without Gandhi, without Edison, without Bill Gates... Leaders Dent the world - they make the hell lot of difference.

Changing the world never happened at a mass scale. It started right from one's initial point of contact. For me as a trainer, I change world, at least 15 times a month, when I talk to participants of my workshop; as a restaurant manager, one can change the world everyday by offering some new dish - Perhaps that's how KFC became what it is today. Get going, get doing, the world is yet to be changed...

In India, I met a child, who, on my asking about his future goals, said, "I will Change the World." On my probing on how of it, he said... "Leave it up to me!". So I leave it up to you!



About the Author

Sohail Zindani

*Sohail is the Founder and Chief Learning Officer of **LEARNINGMINDS!**, a corporate learning solution company, having training and consultancy expertise in diverse areas of Management, Leadership, Customer Services, HR, Branding, Sales and Marketing.*

Sohail's educational credentials are in Human Resources with various other international training certifications. He has to his credit, the authorship of numerous articles and ebooks, published nationally and internationally.

As a trainer, he has an extensive exposure of training in almost every industry including Banking and Financial Institutions, Pharmaceuticals, Media, Agro Science, Chemical, Textiles, Oil and Gas (Exploration and Marketing), Hospitality, FMCG, Cellular and Telecom, Automobiles, Industrial Engineering and IT.

*Sohail have presented motivational and thought provoking sessions on various platforms and conferences. Recently he was invited as an international speaker at the Asia HRD Congress, Indonesia. More over, under his dynamic leadership, **LEARNINGMINDS!** have also developed some key business relationship in the USA, India, Singapore, Indonesia and Middle-East.*

“Sohail is an inspiring and encouraging trainer who will not only enlighten your teams but empower them to amaze you”.

Bob Urichuck, International Professional Speaker and Best Selling Author of *Online for Life and Up your Bottom Line*.

LEARNINGMINDS!

A Corporate Learning Solution Company

LEARNINGMINDS! is a corporate learning solution company, providing training and consultancy solutions to companies, within & outside Pakistan. We deliver our services to business professionals in the form of:

- Customized Onsite Trainings
- Open Enrolment Workshops and Seminars
- Consultancy Services (OD, HR, Sales, Marketing, Strategy and Branding)
- Online Customized Learning Solutions (Coming soon, in association with our US affiliate)

Our training and consultancy expertise includes Leadership Development, Change Management, Strategic and Organizational Development, Customer Service, Team Building, Sales and Marketing, Media Management, Branding and Positioning and E-learning modules.

Our services have already been utilized by the country's leading organizations. **LEARNINGMINDS!** is committed to provide our customers with products and services of highest standard.

While deepening our reach in the national learning market, **LEARNINGMINDS!** have recently expanded internationally with some concrete business relationships in the USA, India, Indonesia, Singapore, Malaysia and Middle-East.

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