

Leadership Philosophy

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What is Leadership to Me?

Leadership has 4 active components:

- 1) Develop a vision for my organization (by understanding what is important for my company, my organization, and the industry)
- 2) Sell the vision (up, down, and sideways)
- 3) Deliver the vision (through leadership, management, and execution)
- 4) Evaluate the vision

Leadership vs. Management

- 1) Leadership is Showing the Way; Management is Getting There Efficiently
- 2) Leadership is Not Management, But You'd Better Lead if You're a Manager
- 3) Leadership is Not Just for Managers, it's For Anyone Who Wants to Lead – Anyone in Any Position

Seth's Leadership Philosophy

- 1) Stay current on landscape, company, and team
 - a. Know vision, trends, technologies, desires, competitors, customers, products
 - b. How is everybody doing? (company, team, self) – knowledge/ability
- 2) Leverage strengths, account for desires, and compensate for weakness
 - a. But don't over-compensate
 - b. Build up weaknesses – teach, train – sometimes put the eye-patch on the good eye to strengthen the weak eye
- 3) Fail fast and often
 - a. Ideas are a dime a dozen – so are new projects
 - b. Prove the idea wrong, not right, be the first to say it, and do it as fast as possible.
 - c. What's left will win
 - d. Support surviving ideas without reservation, regardless of whose idea it was
- 4) "Eat our own children"
 - a. Question everything, kill it if it is a weak project, plan, or idea.
 - b. Nothing is sacrosanct
- 5) Speak truth to power, especially uncomfortable truths
 - a. Everybody makes mistakes – you and I both
 - b. Everybody has a voice
- 6) Use both metrics and intuition
 - a. Measure it if I can, guess if I can't
 - b. But measure it as soon as I can
- 7) Give credit to others, gather failures to me
- 8) Let people be great
 - a. Big responsibilities
 - b. Allow the person in the driver's seat to drive
- 9) Be kind, because we are all just people