

In This Issue: **How To Be A Great Business Leader**

Test for Success
Tools, Tips, & Techniques for Avoiding
Hiring Mistakes and Developing People
From Helm and Associates, Inc.
And Kurt Helm

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Without trying to add to the sense of unease and uncertainty about our economy, I think we can agree that these last few weeks have been extraordinarily stress-filled. Each day the news seems worse. I think it is natural, therefore, that we are asking ourselves: what will happen? What can I do? Where are our leaders?

It's pretty easy to feel overwhelmed by events that we seem to have no control over, and I think that is exactly why we should talk, instead, about what we can do. And here it is: we can each be a leader, in our own places and our own ways.

One of the myths of leadership – and one that is fueled by the cult of personality that characterizes so much of the news that we see – is that “great leaders” invariably hold positions of great power and influence. I disagree with that notion; I think there are great leaders all around us in the business world. Furthermore, I think that the more that each of us takes on leadership within our own spheres of influence, the better and stronger we will come out of these crises we are experiencing.

In my opinion, great business leaders are not necessarily those in the limelight; they are, instead, the ones who demonstrate decent and humane standards for themselves in their actions, expectations for others, and the examples that they set. If you agree with me, let's take a look at how each of us can be a great business leader.

1. Identify the situations in which you have responsibility, in which your actions have an effect on others, and figure out the right thing to do. And then, and this is an important part of this step, let go of the effort to control situations or events that are not your responsibility. Sharpen your focus.
2. Consistently provide a product or service that leaves your customers coming back for more. At whatever you have defined as your piece of the business world, be the best that you can be.
3. Create and maintain a business environment when employees look forward to coming to work each day. You can't accomplish your objectives for your business without your employees; make sure they know it, and that you reward them. You DO depend on them.
4. Set the example (for whoever may be watching you) of maintaining your health, your hobbies, and your relationships. It's good for you to do so, and you aren't of much use to others unless you are able to work at your peak performance level.

You don't have to publish a book, or grow a business overnight that you started in your garage, to be a great business leader. There are hundreds of thousands of small and medium business owners who grow their companies to a size that is comfortable for them and that allows them to remain true to their ideals of a balanced and healthy life for themselves and their employees.

Great leaders are not just the ones we see on the news shows and in the popular press. They are the people in all walks of life who don't aspire to fame or public awareness. They simply want to make a real difference in the lives of their families, their employees, and their customers. And if that means they don't get their face on the cover of Time magazine, that's OK with them.

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Until next time, all the best,

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