

BUSINESS MANAGEMENT

Follow the leader

Columnist: Annick Donat, Securitor and Licensee Select offer development national manager

BUSINESS ACUMEN MEANS many different things to different people. I define it as the ability to make smart and profitable business decisions, an element of which is the ability to have strong leadership skills and execution ability to ensure your business success.

In the past eight years there has been dramatic change in the industry in terms of reform, markets, consumer behaviour and our own self-confidence.

These tumultuous times require not only strong leadership but more leaders.

At Securitor and Licensee Select, we discuss the consequences of a leadership void. Our response has been to understand where the market opportunities are, set a very clear strategic view of the future and build a relevant, dynamic and commercial proposition to support our clients. We decided it was time to lead.

Lead yourself

In order to be effective in business, you need to lead yourself. You need the capacity to learn and be 'change fit' in an ever-evolving world. As a business owner, you are responsible for the vision, strategic direction, culture and professionalism of your business. To do this with any measure of success, it is important to ensure you are making a difference to those around you, one that inspires them to follow. It requires you to bring commitment, integrity and the authenticity of your values into work every day. People want to follow authentic leaders who have a clear vision of the future and understand that the only way to succeed is to set a goal and accomplish it. If you believe, you will be believed and followed.

Leading your team

Great business leaders do not work alone and a clear vision will inspire creativity and innovation in others.



Your team will want to be part of the success and will take responsibility to help your business achieve the strategy and objectives to deliver results. The environment and culture of your business becomes dynamic and infectious in a positive way. Communication becomes positive and resolution focused. Your team will find a way to make things work. Clear vision and great leadership attract talent. I often talk to Securitor business owners who share their concern for attracting and retaining great people. Talented people move on when leadership is lacking. So as a leader in your business, when you hire great people be sure to create an environment and culture that has clear measures of success and a sense of purpose. Your team engagement will be incredible and your clients will benefit from it.

Leading your clients

In our current legislative and market climate, your clients are seeking your leadership. My son told me the other day he doesn't mind reading the newspaper, but he objects to watching the news because there are never any good news stories – he is eight. Every channel or newspaper your client turns to has headlines of uncertainty, whether it be legislative, government or economic. This is a great deal of information to digest, but more difficult

to understand. Your clients need your leadership to help them navigate their course with choices and options. Your leadership gives them the comfort that you focus on their goals and aspirations and you will help them make effective decisions in times of change and uncertainty. You may not always have the answers, and that's okay. It's not okay to stay silent and it doesn't align to putting your client first. It doesn't demonstrate leadership.

Community leadership

We are fortunate to work in an industry that provides great rewards in many ways. It's important that we give back. Leadership within your community makes a real difference in the world. In today's environment, transferring knowledge is powerful. A colleague shares this very simple philosophy: see one, do one, teach one. Put simply, it means you are taught something (see one), you implement that knowledge (do one) and you pass on that knowledge (teach one). If we all did that in our

FOUR 'ACUMEN' RULES OF LEADERSHIP:

- Lead yourself – great leaders bring commitment, integrity and the authenticity of your values into work every day.
- Lead your team – great leaders attract great staff and keep them.
- Lead your clients – help steer them through their course to achieve what's important in their lives.
- Lead your community – see one, do one, teach one.

profession we would raise our own qualifications, empower others and create a community that takes responsibility for its actions.

Your behaviour, your actions and your decisions will define the measure of your leadership. Leadership of self, team, clients and your community in an ever-changing environment will leave a legacy of true value. «