

The *Happy* Leader Here's a thought ... *What do you want?*

The majority of people will never know what they want. Apparently, the common response is: *happiness*.

My Mam told me a great story the other day which got me thinking about this. When I was 11, I shouted "bonjour monsieur" to the bin man (vaguely remember it and I probably was being cheeky). He waved his fist and shouted some abuse. Last week, 37 years later, the same bin man grunted a miserable "aw reet" at my Mam when she thanked him for returning her wheelie bin. Wow! Over 37 years emptying bins and miserable. A whole career!

He may be happy - who knows? But what about being customer focussed?

As a leader you have internal (your staff) and external (your clients) customers. How happy are you towards them? And does it even matter, 'cos you're the boss!

What do you need to be happy and what do your people need to be happier? It's a tough question for people and I'm not sure all those staff surveys get to an answer that really makes a difference. Also, you knowing why they are unhappy doesn't make them happy.

It might be worth digging a little deeper...



The opposite of happiness is *boredom* and the antidote to boredom is *excitement*. Check out page 51 – *The 4-Hour Work Week* for a great piece on this. According to Tim Ferriss, the author, the question you should be asking is:

"What would excite you?" I ask this question and get some amazing responses. I also notice that when I'm excited, I'm really happy, my energy is great and so are my results.

So, what would excite you and what would be exciting for your people and your customers? (By the way: on time and within budget is boring. It's a given. Your customers want more and different).

"People won't remember what you said. People won't remember what you did. But they will remember how you made them feel."
Maya Angelou

What can you do to excite your customers and have them remember you? Is the annual golf day doing the biz? We (at the company I used to work for) hired a Jet Provost and took clients up in the air at 400mph one by one, for about 10 minutes each. Now that was exciting!

What's needed right now? Answer – for you to get some excitement going!

Suggested tool to help you do this:

Ask five of your people what would be exciting and then listen. It may take a moment. Then look at the responses and take some action. Time taken: 15–20 minutes AND much cheaper than that staff survey!

Let me know what you come up with and I'll tell you about my most exciting current projects. Send me an e-mail to dave@leaders-connect.com

Our next issue is 'The Inspirational Leader' ... to you on Tuesday, 4th November 2008

Why do we send you this? What is the purpose of The Leader?

Answer – simple; our mission at Leaders Connect is to provide practical support for leaders in the construction industry. The Leader is one of our 'tools'. For other routes to practical support, check out our website www.leaders-connect.com

I hope you find The Leader useful. If so, please share this issue with three other executives so they can benefit along with you and we can spread our work.

Regards

Dave Stitt