



LEADERCAST

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Executive Summary

The Five Levels of Leadership

Level 1: POSITION

Key Word: RIGHTS

People follow you because they have to.

This level is where we all start. The upside of Level 1 is that it is a place where you can shape and define your leadership. The downside of Level 1 is that the people who follow you will give you the least amount of their energy and effort.

Level 2: PERMISSION

Key Word: RELATIONSHIPS

People begin to follow you because they want to.

Characteristics of a Level 2 leader:

- They listen well.
- They observe.
- They are learning.

In the process, they have an attitude of servanthood. They love to serve.

Level 3: PRODUCTION

Key Word: RESULTS

You are starting to help the bottom line of the company. You become effective as a leader because you produce.

Characteristics of a Level 3 leader:

- They produce by example.
The greatest motivational principle in the world is that people do what people see. Too many leaders are like travel agents – they are sending people where they have never been themselves. Instead you want to be a tour guide – you want to take people with you.
- They create momentum.
Momentum is the great exaggerator. At Level 3, most problems are solved. Leaders try to create momentum; managers try to solve problems. Leaders create momentum because they know momentum will solve 80% of their problems. Momentum is a leader's best friend.

Level 4: PEOPLE DEVELOPMENT

Characteristics of a Level 4 leader:

- They recruit well.
- They position people well.
- They equip well.

Step 1: I do it.

Step 2: I do it and you're with me.

Step 3: You do it and I'm with you.

Step 4: You do it.

Step 5: You do it and someone is with you.

Compounding happens when you equip someone who equips someone else.

Level 5: PINNACLE LEVEL

Key Word: RESPECT

You've done it so well with so many for so long, people just follow you. They respect you.

Ask yourself: What level am I on? You'll discover you're not on the same level with everybody.

ACTION ITEMS:

- ❖ Write down the names of the people you lead. Ask yourself: What level am I on with that person? Or take the Five Levels of Leadership Assessment. Then you will know how to lead them.
- ❖ If you are on Level 1 with someone on your team, determine how you will build a relationship with them by listening, observing, and learning.