



## Title: Leading Courageously and Influencing Your Followers

**Description:** Courageous leaders are in greater demand today than ever before, but what exactly does such a powerful leader look like? What do they say and how do they interact with their team? On this episode of The Forward Thinking Podcast FCCS VP of Marketing and Communications Stephanie Barton welcomes Mike Staver, executive leadership coach, author of *Leadership Isn't for Cowards* and speaker at the upcoming FCCS Sales Leadership Conference for a conversation about the goals and actions of an impactful leader.

"Culturally and personally, the leader's job is to be the manager of the story."  
— Mike Staver

Today's Insights Include:

### Leading courageously in today's uncertain environment

- + Courageous leaders see the threat and pursue the results inside the context of values and purpose anyway.
- + What is C.O.U.R.A.G.E. and how does it define what a true leader should do?
- + Followers look to their leaders for their positive influence.
- + Too often, leaders underestimate their influence and miss out on key opportunities.
- + Your leadership 'style' is not nearly as important as meeting your followers' needs.

### What do leaders need to focus on today?

- + Focus on the human impact of what we've all been through over the last 12 months.
- + Recognize and address the PTSD that is resulting from pandemic experiences.
- + Create ways to cultivate a high performing team without physically gathering everyone together.
- + Take a self-inventory and increase your self-awareness, then solicit feedback from your team.
- + 3 questions leaders need to ask themselves, and 3 questions to ask others.



### **Creating a positive work environment**

- + Burnout is a ratio between energy and return on energy — what is worth the effort to your team?
- + What you see and hear has the greatest impact on what you (and your team) are willing to do.
- + Give yourself (and your team) permission to lean into the burnout that may be present.
- + The words your followers need to hear in every conversation they have with you.

### **3 keys to creating a culture of excellence**

- + Clarity about expectations and purpose is essential to effective leadership.
- + Accountability strives to identify outcomes, gain team commitment, and resourcing, encouraging, and asking questions.
- + Recognition calls for massive celebration around wins.

### **Mike's tips for leaders and followers**

- + If you can connect without waiting for a meeting, do it now.
- + Take initiative — find ways to make meaningful and helpful contributions to your team.
- + Don't worry about being the best on the team, but always bring your best to the team.
- + Identify how to best communicate with and support others — according to them, not you.

"Courageous leadership is the extent to which you see the threat and pursue the results inside the context of your values and purpose anyway." — Mike Staver

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To hear Mike Staver speak at the 2021 Sales Leaders Conference, [register today!](#)

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### **Get in touch**

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