



# The Power of Execution

Yielding desired results means having a detailed process, strategy, and accountability

**A** leader's role is to get results. They don't need to produce the required results by themselves, but they need to engage other team members to work toward a common goal. Let's examine three leadership skills that will inspire and motivate others.

## PROCESS ENGAGEMENT

By creating a process, a leader will be able to clearly define the actions required by team leaders and members. Most things we need to do in financial services are process-driven, and the more they are learned and executed, the more consistent the outcomes will be. We need process that will change beliefs and behaviours directly linked to the bottom line. We have recruiting, sales, new business, service follow-up, and referred lead processes, etc. Good leaders

follow the process that is inherent in their corporate or business structure, and do not stray very far from the way it was developed. If leaders do not provide and execute this within the group, then the individuals will make it up as they go along and do what is comfortable within their own skill set. The team can't be at fault for lack of achievement or follow-through, if there was no defined process to follow.

## STRATEGY

A great deal of time, money, and resources are spent developing strategy within any organization. If you "Google" strategy models, you will get more than 200,000 hits on the Internet, so if one is not provided for you, then pick one and stay committed to it. Without strategy, you will not be able to find the direction to set your annual business

plans and identify the initiatives required to meet your objectives. Most important, you must be able to articulate and deliver your strategy to your leadership team and their team members. This is where you will establish the WHY to your business and develop the value proposition to answer the question: "Why should I consider/continue doing business with your company?"

## ACCOUNTABILITY

Accountability must start at the top of the organization and permeate through the leadership team first to hold each other accountable to the strategy. Only then can it be passed down through the organization. This requires discipline and the ability to make tough decisions. It drives results that will come from being accountable to consistent and meaningful execution of the strategy. This is best achieved through the efforts of everyone on the "team" and a well-thought-out business plan. When everyone buys into a committed direction, the leader can influence the performance of the team with the right activities, and the end result will be the expected performance. Leadership is the link between strategy and execution.

You will define your own leadership style and it is important to "know thyself." Good leaders will spend a great deal of their career listening to their leadership team, their whole organization, and their customers. These are the insights that you will need to consider and act on to deliver your strategy.

Besides process, strategy, and accountability, there is one more skill that leaders must achieve, and that is the execution of the business plan. If you cannot execute your business plans, utilizing the skills referred to earlier, then you must accept the accountability of the results. It is the job of leadership to achieve the expected results for the business, and this applies to leaders at every level. **E**

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