



The Steps to Creating a Committed Team

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Introduction

Effective Leaders focus on 4 things:

1. Having a positive impact on results.
2. Having a positive impact on reputation.
3. Having a positive impact on reliability.
4. Having a positive impact on relationships.





It's time to stop believing the lie.

1. Santa Claus is real.
2. Margarine is healthier than butter.
3. Man landed on the moon.



Great Leaders are Great Motivators.

1. Motivation is personal.
2. Motivation will come and go.
3. Commitment is way more important than motivation!
4. There's a real danger in trying to build a team around personalities

A black and white photograph of a young plant seedling with two leaves emerging from dark, textured soil. The seedling is positioned on the left side of the frame. The background is dark and out of focus.

**Commitment is
a bi-product of
passion**



The first time there is a scorched earth approach to a departure.....

If you were financially independent, what would you do with your time?

People work for other companies as a result of loyalty: to their families.

Are you killing the passion?



Create an environment that inspires

When you have a team of motivated people and you inspire them, the outcome is passion for what they do



Step One: Give people a finish line!

- Every inspiring movie has a finish line: Rudy, Hoosiers, Lone Survivor, Rocky, Miracle
- Without a finish line we become exhausted and lose our passion.
- The finish line can be small, but it needs to be there!

Step Two: Leaders need to act with consistency

- Situational ethics vs principled leadership.
- Your strength will inspire others.
- Sacred cows, clicks and playing favorites will kill the passion for the mission.
- Accountability should not make people feel bad about their present but rather optimistic about their future.



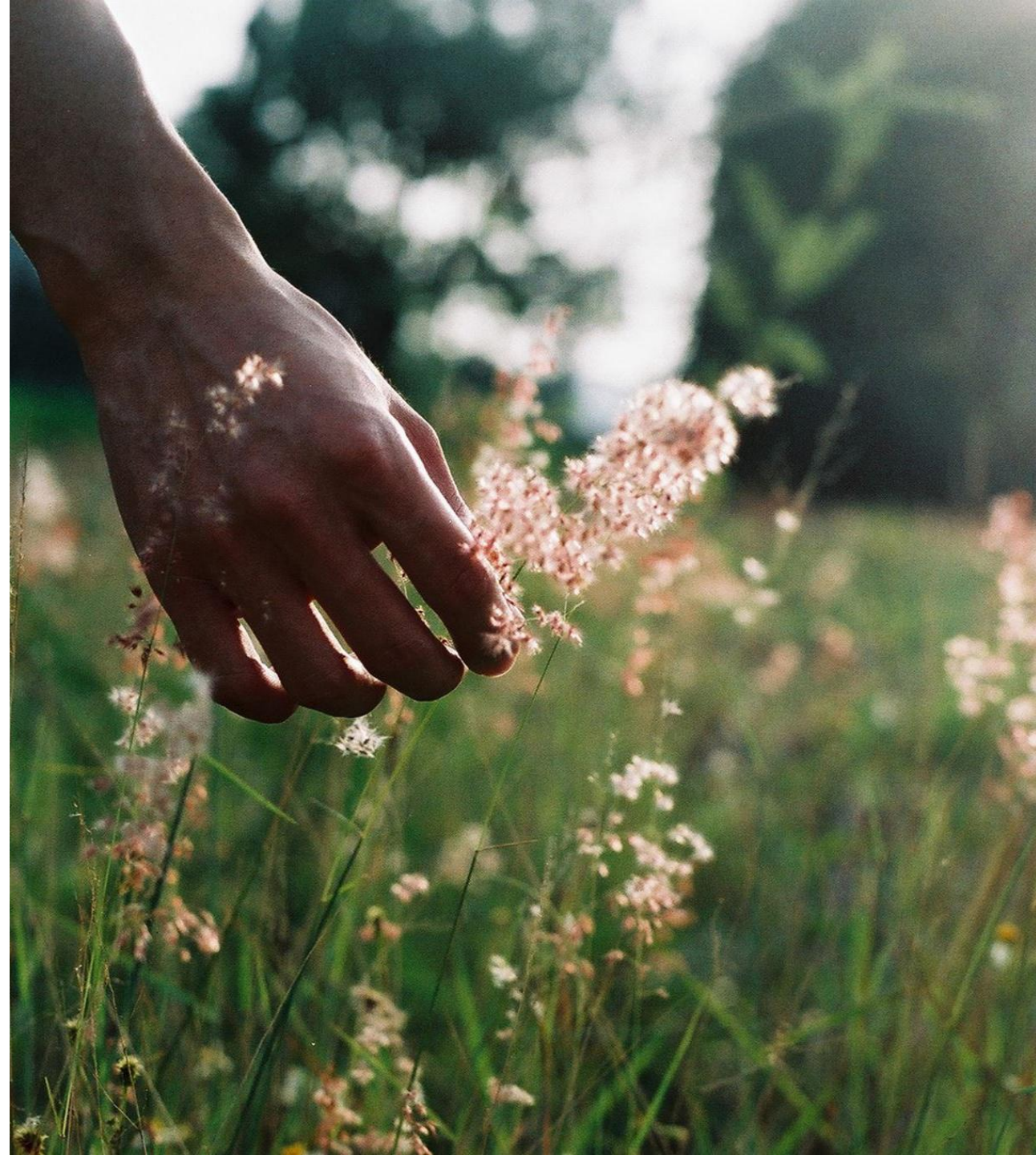


Step Three: Show Resilience

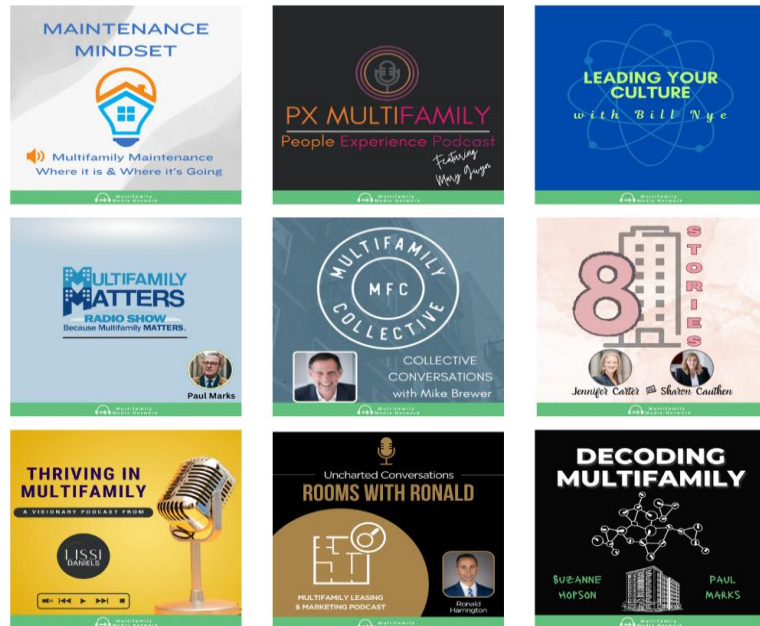
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- Resiliency isn't the absence of feelings.
 - Quitting the moment something becomes tough is the opposite of commitment.
 - We are inspired by people who overcome tough times.
 - Anthony Robles story

Final tips & takeaways

1. Understand that commitment is a bi-product of passion.
 2. Leaders need to stop trying to motivate.
 3. Everyone is watching how you treat others.
 4. Create an environment that Inspires.
- Establish finish lines to avoid fatigue.
 - Be consistent in applying the standards & expectations.
 - Be resilient.



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