



Bridgeway to Success™

February 2005

**LEADERSHIP IS
WHAT YOUR
PEOPLE
EXPERIENCE.**

The Cult of Leadership

The past 20 years has seen the emergence of “leadership” as a focal topic in business. Leadership books proliferate. Leadership training and development courses abound. Successful business leaders are lionized.

A critical point is often missed in all of this: *What leaders do is not as important as what their people experience.* The ultimate measure of leadership effectiveness is how their actions impact the motivation and performance of their people.

My golden rule of motivation is this: different things motivate different people at different times for different reasons. Understand that and you understand motivation! The same action may enhance performance in one instance and inhibit it in another. Some people need lots of feedback and reinforcement. Others like to be pointed in the right direction and then left alone. The goal of leaders should be to continually create an environment which brings out the best in each of their people.

If following the advice of the leadership books isn't getting you the results you want, remember: It's not what you do that counts. It's what your people experience.

Michael Canic