

PEOPLE-POWERED MONTH

MASTERING THE MINDSET SHIFT FROM WRITER TO LEADER

This discussion and worksheet will help you step into an effective leadership role in your business.

You will be ready to immediately apply this training to get your head in the game as you grow your team.

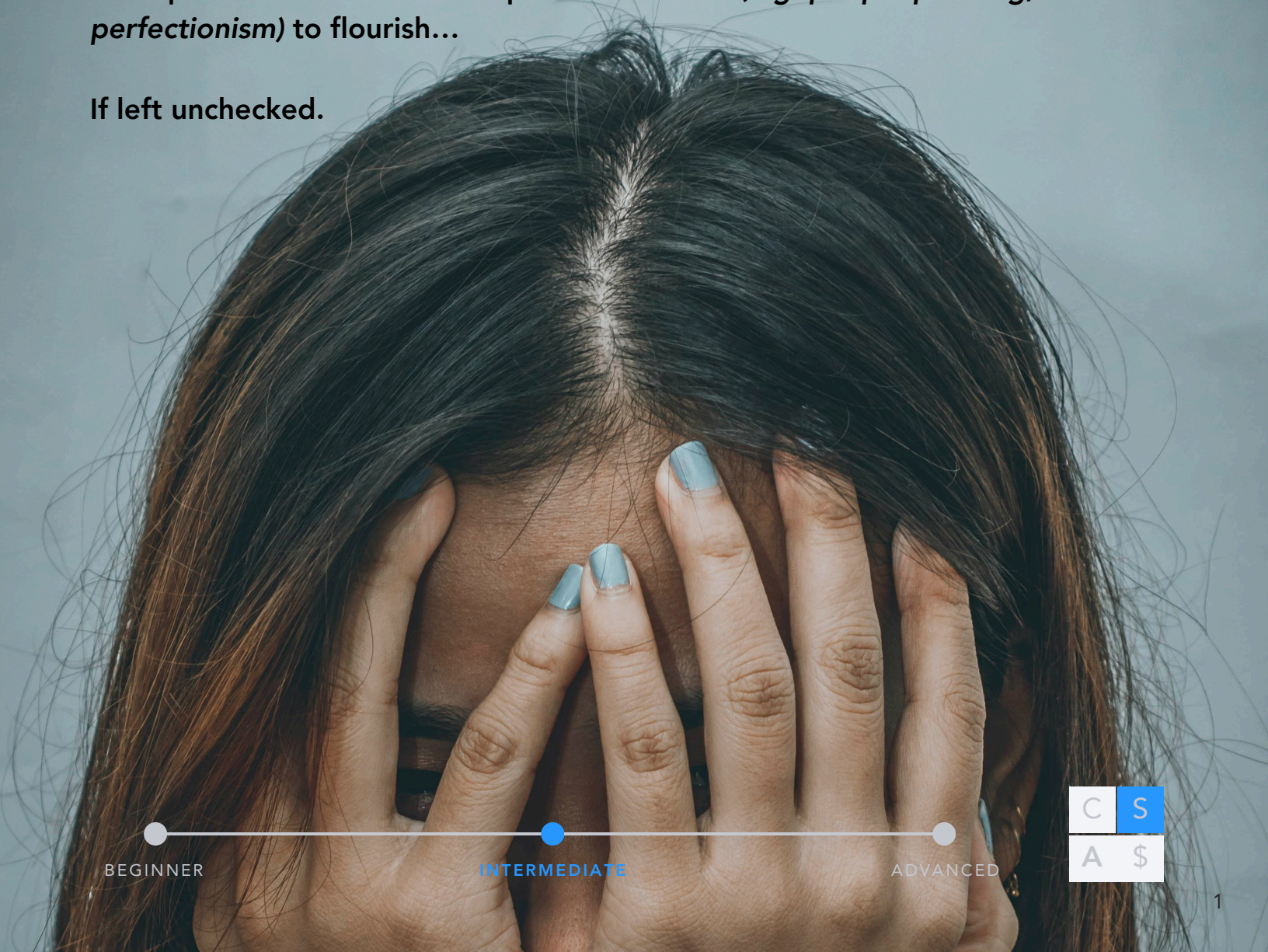
If you've been operating as a business of one for a while now, you're used to doing all the things, and having control over all the things. Letting go of this is (*often!*) one of the trickiest parts of the shift.

On top of this, the kind of leaders or managers you've had in the past will shape the way you show up for your own people—

And not always for the best, for the simple fact we often **over**correct e.g. if we've had a team leader who was harsh and unsupportive, we might be overly kind and flexible, to the detriment of our team and business.

As a final layer (**insert sarcastic yay**), leading others often creates a whole new space for our own maladaptive tendencies (e.g. *people-pleasing, perfectionism*) to flourish...

If left unchecked.



COMMON MINDSET CHALLENGE #1

Fear of being *unlikeable*

This leads to a tendency to fall into a 'friendship' model of leadership, which is problematic because you're likely to:

- avoid tough conversations
- gloss things over
- set nebulous expectations
- hold loose boundaries
- be lax on accountability, and
- let people operate within their comfort zones 100% of the time... which ultimately leads to them having zero opportunities to grow and develop

→ **Remember, good leadership isn't about being liked. It's about helping people realise their potential.**

If you find yourself getting tripped up here, you're likely someone who needs some level of warmth in their leadership style, so think about the difference between being a friend and being friendly.

COMMON MINDSET CHALLENGE #1

Situation	A friend would...	A friendly leader would...
e.g. Contractor fails to deliver key piece of work on time (<i>for the first time ever</i>)	Say, 'don't worry!' and do the work for them	Work quickly to find a solution in the here and now and then take the time to understand what happened, and whether there's something either party could do (<i>e.g. introduce a new system or process</i>) to prevent the same thing from happening in future

COMMON MINDSET CHALLENGE #2

Fear of *losing control*

This leads to a tendency to fall into a 'micro-management' style of leadership, which is problematic because team members:

- become disempowered and demotivated
- display less innovation and creativity, and
- may develop a dependence on you, which increases your chances of burnout

→ **Remember, good leaders create space for people to grow into, and use trust to empower performance.**

If you find yourself getting tripped up here, focus on what you **CAN** control in your new role (*i.e. who you hire, what they do, and how you train + support them*). It might even help to write yourself a past and present job description, so you can see:

- a) how your role has shifted, and
- b) how you can perform well within it

COMMON MINDSET CHALLENGE #2

Current/past job description	Future/present job description
<p>Key responsibilities: e.g. creates + distributes content</p>	<p>Key responsibilities: e.g. facilitates quarterly content strategy meeting to support content lead in their role signs off on key content pieces before distribution</p>
<p>KPIs: e.g. posts on IG, LI, and YouTube 5x per week drives 30 sign-ups to workshop/wk</p>	<p>KPIs: e.g. ensures SOPs are up to date and easy to execute spends less than 2 hours a month on content-related tasks</p>

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One of the most important things you can do as a leader in your business is foster a growth mindset in yourself AND your team.

Leverage failure and mistakes (*including your own, and including those related to management and leadership*) as a way to do better, and model the kind of behaviour (e.g. *ownership, open + honest communication*) you want to see in your team.