



Dear Friend,

As a business advisor and speaker I find that one of the major challenges my clients face is the creation and maintenance of strong, focused teams. This series of newsletters will continue to focus on Leadership, and how each of us can become more effective, more confident and more successful. I hope and believe you will receive benefit from these newsletters. If you do, please forward this to someone whom you think will benefit. As always, if you don't want to receive this newsletter, please feel free to unsubscribe.

Best Wishes,
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For information about Fred's consulting, training and speaking services, please visit www.PetersonSpeaks.com

THE LEADERSHIP CORNER for JUNE



In the [last newsletter](#) I discussed the importance which employees, associates and customers place on receiving recognition. On the metaphorical "Richter Scale" of their needs and wants, it ranks a whopping 10! (#1 in importance). This means that we, as leaders, must constantly strive to be more effective, and appropriate in the way we recognize these important people.

The **RECOGNITION STRATEGY** which I recommended is divided into two components: **1) Formal** (based on goals achieved and milestones reached) and **2) Informal** (based upon knowing the individual and acknowledging them for who they are and their value as a team member.

In that last newsletter, I presented some thoughts on FORMAL Recognition. This time I offer some thoughts about **INFORMAL Recognition.**

1. Adapt the philosophy of Lee Iacocca (the former CEO of Chrysler). He coined the phrase; Management By Wandering Around. Get out of your office, put down your PDA, set down the quarterly reports and get out among the "troops" (even if there are only a few).
 - a. Ask questions
 - b. Look in their eyes
 - c. Pay attention to body language
 - d. Acknowledge the value they bring to the organization

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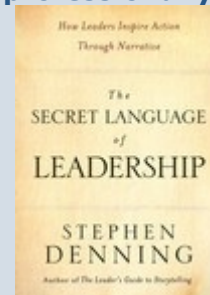
MISSION STATEMENT

"My mission as a business advisor is to help my clients to achieve their goals; both personal and professional."

Specialists In:
Sales Growth
Leadership Development
Strategic Planning

Book of the Month

**Continuing your
Education creates
stronger success
both personally and
professionally!**



[The Secret Language of Leadership: How Leaders Inspire Action Through Narrative \(J-B US non-Franchise Leadership\)](#)

Tools For A Better Team

For information about **DISC:** Personality profiles, and how they can **help you and your team** to become more effective, please visit [DISC Profile Depot!](#)

2. Adapt your communication style as necessary. Communicate with others in a way that is most likely to make them feel heard and understood. Understand personality variable and, think about communicating to your team by addressing What, Who, Why and How. See [February 2009 Newsletter](#).

3. Remember the "one size fits none" mantra. Don't use the same "motivational technique" with everyone! What is important to one individual, is not necessarily what another person wants or needs. Know your team, and strive to find out what inspires and excites them.

4. Adapt the philosophy of "Public Praise, Private Criticism". Let your team member(s) know when they have fallen short of expectation, but strive to do it in a private setting.

These are just a few things to keep in mind when it comes to creating a culture which celebrates the value of individual and groups within the team. **INFORMAL RECOGNITION** is one important component to achieving that result.

In upcoming newsletters will continue exploring the complex components of **LEADERSHIP**.

Do you want to become a more effective leader, and learn how to adapt your Management Communication style to the individual needs of your team? Check out the "Everything DiSC Management" program on www.DISCProfileDepot.com.

Do you have questions about how to set up recognition programs which inspire your team? Do you want assistance with growing and managing your team? Are you interested in "jumping ahead" and getting more information about INFORMAL RECOGNITION prior to the next newsletter? If so, call or e-mail Fred. (818) 914-4730 or Fred@PetersonSpeaks.com



Sincerely,

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