



Support Services Center

Cheyney University of Pennsylvania



The Power of Women-Owned Businesses

Leadership, Vision and Growth

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People Skills

Get to Know People!

1. Ask productive questions and demonstrate listening skills.
2. Build others' self-esteem. When you are in a situation where you are made to feel good about yourself, you feel good. You can do the same with others.
3. Make eye contact with others.
4. Call others by their names.
5. Write (on paper) notes of thanks when someone does something worthwhile.



<http://blog.priworks.com/archives/1685>

Making Decisions



Avoid the Paralysis of Analysis!

1. Take time to get all the facts; conjecture leads to crisis.
2. Consider the consequences of each action.
3. Time is your most limited and valuable resource. Don't waste it.
4. Allow yourself:
 - a. A 10% risk of being wrong.
 - b. A 50% likelihood of something going wrong.
 - c. A 100% commitment to survive it all.

Leadership Mistakes to Avoid

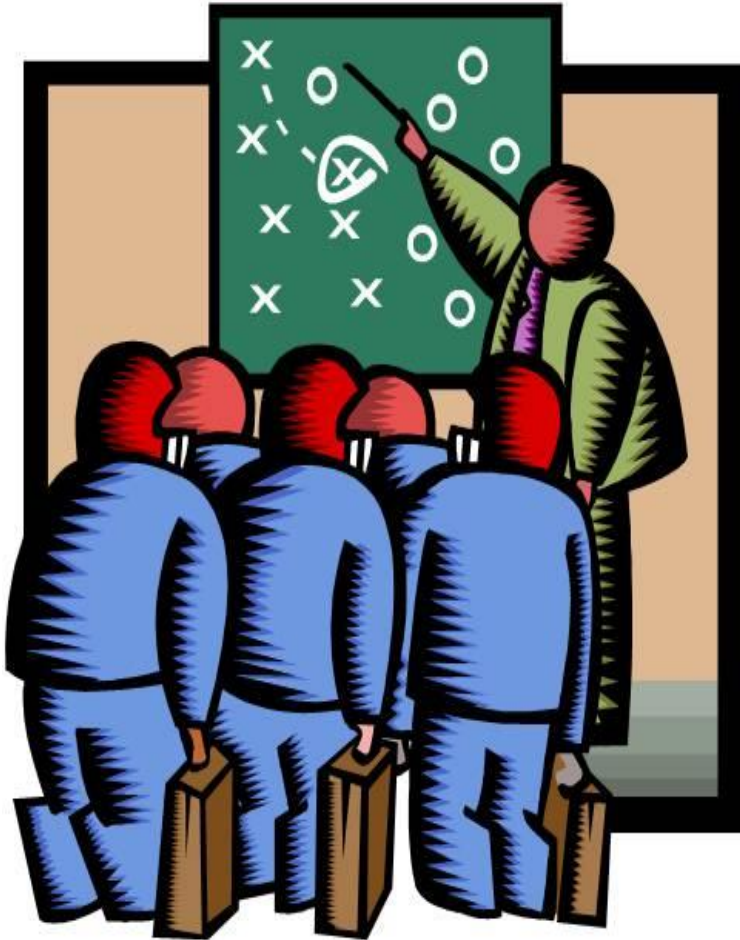
4 -To Start With

1. **My Buddy:** Being a friend and not a leader. We place different expectations on leaders and friends. When the roles are combined, the expectations become confusing. Confusion often leads to trouble.
2. **Assumption Junction:** Not checking, assuming things are going well. When you are putting your success in other people's hands, the less amount of assumption there should be on your part.
3. **Thinking problems will go away if left alone:** You may get lucky once in a while. Pretending the pink elephant is not in the room **you don't have that luxury.**
4. **Not yet:** Relegating small tasks to the "not yet" category. Responding with "not yet" is a trap many leaders fall into. Make it easy, just say "no" to the small things you will likely never get around to completing.



How to Win?

Win with Class!



1. If you are wrong, admit it quickly and emphatically.
2. Show respect for the other person's opinions. Never say, "You're wrong."
3. Talk about your own mistakes before criticizing the other person.
4. Give the other person a fine reputation to live up to.
5. Always leave a man with his dignity

Never Stop Acquiring Knowledge

Knowledge Is Power



1. Obtain as much subject-matter knowledge as you can.
2. You don't have to know everything, but you should have extraordinary knowledge about *something* relative to your business.
3. **Never stop acquiring knowledge.**
4. It's important that your team views you as smart. Not just one of the boys (or girls).

Building Coalitions

Connecting The Pieces



1. Mutual trust and respect.
2. Delivering measurable value.
3. Understanding and quickly resolving challenges.
4. Minimizing risk and lost opportunity.
5. Positioning your interest and those of your collaborator to the forefront for improved growth, efficiency, and customer satisfaction.

Leading Takes Courage

Leading Directly



1. **Govern your team with impeccable integrity:**
 - a. Never misdirect.
 - b. Never have hidden agendas.
 - c. Always, always be honest.
2. **Remember,** Lot lead from the rear.
3. **Be Present:** Keep your mind where you are, on whatever you are engaged in at the time.
4. “Leaders operate in a fish bowl where people are watching:
 - a. How they spend their time.
 - b. Who they’re meeting with.
 - c. Most relevantly, how they respond to adversity.”

5-People You Need To Know



Advocate: Someone who will support or recommend You, Inc. publicly.



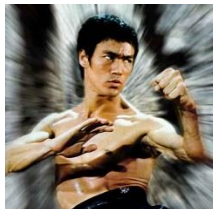
Strategist: One who is skilled in strategy and willing to help develop You, Inc.



Mail Carrier: A person, especially a friend, who delivers for You Inc.



Mentor: A wise and trusted counselor or teacher whom You Inc. will listen.



Man of Action: A person who prefers to act rather than contemplate and gets things accomplished quickly and efficiently for You Inc.

Sources

1. **How to Make Decisions That'll Rock your SEO Campaign, Part II** by Stoney deGeyter;
<http://www.searchengineguide.com/stoney-degeyter/how-to-make-decisions-thatll-rock-your-s-1.php>
2. **How to Win Friends and Influence People, by Dale Carnegie:** <http://www.westegg.com/unmaintained/carnegie/win-friends.html#three>

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