

NAWDP Advantage

December 2013

Volume 26 • No. 11

Leading with Purpose	1
NAWDP Member Profile	1
Generating Website Traffic Via Social Media	2
Women Veteran Program Established	2
Ranking of State Business Climates: "Existing Work Force Skills" Tabbed as Most Important Criteria by Site Selectors	3
NAWDP News	3
NAWDP Research Corner	5
Washington Update	6
Reports and Publications.....	6
Availability of Youth CareerConnect Grants	7

Leading with Purpose

By Josh Davies



Genghis Khan, how to be a humorous leader, and even how to use manipulation to be a better leader. All of these books hit on a key nerve for most of us – we want, and in some cases even need, to be better leaders. It doesn't matter what your title is, in this profession, we are all leaders! While there is no single silver bullet or magic answer, there is a strategy that can help all of us: becoming a more purpose-centered leader.

Helping others to work and lead their lives with purpose is a goal of the Center for Work Ethic Development. At the recent NAWDP Youth Symposium, I gave the closing keynote on how to lead with

If you look up "leadership" on Google, you'll get over a half-billion hits. Amazon alone has more than 111,000 books on the subject. There are books on how to be a leader like

purpose. While the presentation gave 12 tactics to become more purposeful, this article is going to highlight three key concepts: personal brand, mono-tasking, and the Four I's.

Nike. Wal-Mart. Apple. We all have favorite brands, and brands that make us cringe. The amazing part is that one person's favorite brand could be someone else's least. That's because a brand is the sum of our own personal experiences and interactions – not someone else's. While different people have different interactions with companies, each company is trying to shape those experiences to be positive. In the same way, we all have a personal brand as well – seen either as positive or negative. Sean Parr from Bulldog Drummond, a consultant who works with brands such as Disney, Virgin, and MTV, describes a personal brand this way: "The impression we create when we meet other people is formed by the way we behave, the way we

look and dress, the way we communicate, and the value we deliver.”

Like it or not, we all have a personal brand. Purposeful leaders do what great brands do; they realize that every interaction with someone else is a chance to further create a positive impression. Leaders with purpose don't simply count on a title, past success, or a great new blouse to define their brand. They know that their personal brand is built, not given.

With the spread of technology and mobile devices, more and more leaders are feeling like they have to be in two or three places at the same time. In a meeting, you're finishing up the last of the report. At lunch, you keep checking your phone to see if that important email has come in. As soon as your phone chirps or vibrates, you have to check it to see what happened. Multi-tasking has been around for years, but with all of the new technology, it is almost impossible to do less than one thing at the same time. And with all of your responsibilities, it also seems like the only way to get everything done.

What Stanford University has found (reported in the October 9, 2013, edition of *Fast Company*), is that multi-tasking actually makes us worse managers, less creative, and even stunts our emotional intelligence. The most dangerous part is that it actually re-wires our brains and prevents us from concentrating on just a single task. Purposeful leaders make the choice to stay focused on one thing at a time: a strategy called mono-tasking. They resist the urge to constantly glance at their smart phone, walk away from their computer when on a conference call, and focus just on the person they are talking to. While this approach can make you anxious about not getting everything done, the reality is just the opposite. Leading with purpose means that you focus on the most important thing at the time. And only one thing at a time.

Another tactic of the purposeful leader is to focus on the Four I's: Intentionality, Insight, Interest, and Impact. The first of these is to be intentional about what you do. Leaders with purpose are intentional about their goals, and choose to be proactive instead of reactive. They also have insight. We define insight as the combination of vision and discernment. Most of life isn't simply an either/or decision – there are advantages and disadvantages to each choice. Insight is looking at options and

knowing which one provides the best possible outcome, knowing that there is never a perfect solution.

Next is to be interested, rather than interesting. Purposeful leaders know that you achieve results when you find out what motivates others, not when you let them know what motivates you. Finally, leaders with purpose focus on impact. At the end of the day, what matters are still results. Tactics and strategies are important, but what matters most are results – the impact. By choosing to focus on these four tactics, purposeful leaders set themselves apart and down a road to success.

Becoming a better leader is something we all aspire toward – no matter what our title is. One powerful way to do that is by becoming a more purpose-centered leader. By focusing on your personal brand, mono-tasking, and using the Four I's, all of us can become more purposeful and effective. And that will produce great results for you personally, your organization, and the entire community!

Josh Davies is CEO of The Center for Work Ethic Development and is the State Director for Colorado on the NAWDP Board of Directors. Josh may be reached at (303) 433-3243 or jdavies@workethic.org