

Leadership - from my point of view

Oliver Fritsch, CEO, Author, Publisher, Speaker



What have I done so far?

Rude stickers, computer articles, student magazines, military service, international marketing work, product management, 2 kids, 5 languages, lived in 7 countries, global eBusiness policies, 4 books, 3 Startups, 3 Trademarks, Search Engine Marketing Consulting, Digital Marketing Agency



3 Personal Stories

1. Command and obey – Real Position Power (GASP!)
2. The MBA Shock
3. Challenges for this millennium: flat organizations (leading without position power) and distributed work teams (leading through voice / Webcast only)

12 Universal Leadership principles I have observed at work - that work:

1. Listening is gold, speaking is silver
2. Ask tough questions (easy)
3. Ask stupid questions (hard, on audience)
4. Act first – then ask for forgiveness – Action rules!
5. Break communication patterns (Use the phone if others use email; visit in person if others use the phone)

6. Manage UP!! (People that manage their bosses survive better and longer than people who manage their employees even though it's their job)
7. Good clothes (difficult in Boise)
8. There is no respect without skill!
9. There is no respect without experience!
10. The most impressive and most important skill in life are "selling skills" (no-one else has them; if you can tell others what your customers told you, everyone will listen up!)
11. Don't assume you know anything.
12. Leadership = Humbleness = Inspiration = Creativity = Understanding of the human condition

And two that don't work? (in other cultures)

1. American jokes in Europe
2. Excessive U!S!A! Cheering in Norway

7 Things to do in the meantime (on your way of becoming a leader)

#1 Read, read, read! Ride wide: Read the Economist, the Wall Street Journal, Atlantic Monthly, The New Yorker, Wired for starters. Read real books. Read self help books. Subscribe to blogs. Read in at least 2 different languages. Discover new fields of interest: Wander into a new section every time you enter a book store. Reading makes you smart.

#2 Push yourself: Hold a speech whenever there is a chance. Join Toastmasters for starters.

#3 Leave your country for months and years at a time: Learn another language. Live life abroad. You can always come back. But don't!

#4 Learn how to sell an idea: Learn how to sell a product. Learn how to sell a service.

Start a small business on the side. I-N-V-A-L-U-A-B-L-E

#5 Publish! Write articles, blogs. "Wer schreibt der bleibt!" ("The one who writes, stays!")

#6 Show up! Not the smartest person gets the job, but the one that shows up.

#7 Collect Self-Knowledge

You can't lead others if you can't lead yourself - You can't lead yourself if you don't know yourself.

Who am I? What's my purpose? What do I want to accomplish?

What gets me out of bed every morning? Become a Visionary for your own life!

Exercise: Imagine "A day in the life of ...future ... "Me"..."

What do I see when I awake in the morning? I describe my surroundings in detail.

Where am I? What language is spoken?

What clothes will I put on? I imagine what I will look like.

Where will I go? How will I get there?

Who will I see? What will they think of me? What will I think of them?

What will my surroundings look like?

What tasks will I perform that day?

What are my activities? Are they physical, emotional or creative?
What kinds of people will I be reaching and/or influencing through my work?

How will my day end? How will I feel at the end of the day?

How will I recreate myself in the evening and on weekends?

How will I grow spiritually and personally through what I do?

How will I positively impact the community in which I live?

How will members of my family explain to others what I do?

I think about what I see and feel. What kind of difference will the achievement of this vision make in my life?

Books by Oliver Fritsch

- 9 Steps to outstanding market success (**Free download!**)
<http://www.hp.com/sbso/special/doityourself/ebook.html>
- Oliver Fritsch's VocationLab: Find your Purpose in Life: A Self-guided Workshop (\$69 on Amazon.com)
- Website Germany www.alles-anders.com (German)
- Website USA: www.cendesic.com (English)

Contact:

Facebook:

www.facebook.com/people/Oliver-Fritsch/652707683

Email: Oliverf@vocationlab.com

Twitter: www.twitter.com/OliverFritsch