



LEADERSHIP REQUIRES A COMMITMENT TO HUMILITY, SERVICE AND TRUST

Forbes This article originally
appeared on [Forbes.com](https://www.forbes.com)

I love this quote by John Maxwell: “A leader is the one who knows the way, goes the way and shows the way.”

Maxwell is an American author, speaker and pastor whose books largely focus on leadership. Notice, he suggests that great leaders neither fade into the background nor allow their egos to take over and do it all themselves. Rather, they hone their craft, hand off favored tasks to others and find ways to grow themselves and their companies simultaneously.



In grade school, middle school, high school and college at the University of Florida, I was never the smartest person in the room. I was happy to be a solid B-C student.

But I was gifted at leadership. I discovered a knack for getting others to rally around an idea, concept or movement, plus the ability to motivate them forward with our collective mission. That is what leadership is all about.

However, what I have learned throughout my career—both academic and professional—is that being a great leader requires more than natural skill alone. It also calls for a deep understanding of three essential truths.

1: SOMEONE ELSE'S IDEAS MIGHT TRUMP YOURS

Sure, you have great ideas. You wouldn't be in the position you are otherwise. Great leaders, though, are humble. They welcome input from every direction possible to expand their thinking and creativity.

Being a leader in and of itself does not mean all your company's great concepts and strategies come from you. Your role is to provide direction and a final decision (if necessary). Let others offer input and take charge of translating vision into reality.

An author on leadership, a business consultant and a dear friend of mine likes to say that a leader's job is to give away all the good stuff.

So, I ask myself:

- What do I like to do?
- How can I give that away to someone so they can level up their own skills and tackle a new challenge?

Then, guess what? I will have more time and energy to improve our organization, lift up our team and further our purpose to enable every communications professional to achieve their full potential.

“By treating others with respect and accountability, we are able to create a healthy working environment that not only gets the job done but also provides opportunities for rest, both physical and mental.”

This is far from shirking responsibility or dumping work on others. Instead, it is empowering our team to take on those tasks I am skilled at and helping them master new talents that elevate our organization.

2: ADOPT AN OF-SERVICE MINDSET

Serving others is an area where leaders sometimes fall short. But good leaders, particularly in the era of the Great Resignation, can avoid this risk by adopting an “of service” mindset and asking their co-workers:

- How can I help you get your job done better and more efficiently?
- What task can I unburden you with, either through my own time or another's?
- What obstacles can I remove to expedite what you're trying to accomplish?

This does not mean rolling up your sleeves and taking over because you do it better. It means no task is below or above your paygrade. If a team member



**WHERE
MARKETING
GENERATES REVENUE**

Arketi Group is a public relations and digital marketing firm that helps business-to-business technology organizations generate revenue and accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing.

For more information, contact Mike Neumeier at mneumeier@arketi.com or 404.451.7832 – or visit arketi.com.