

What If We Voted for Our Leaders?

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Being an observer of leadership I have studied numerous profiles of successful business CEO s in my over three decades of industry speaking and consulting.

What makes for great leadership has always sparked interesting discussion. Are leaders born with innate qualities or can effective leadership be taught, learned and earned? This is a very important business issue since recent American employee surveys indicate that half of workers are unhappy because of “not being valued” due to indifferent, weak and apathetic organizational leadership. In addition the respect of corporate and political leadership has fallen to all time lows due to ineptness or unethical practices and behaviors.

Since there is a presidential election coming up in 2016 and the American electorate is being inundated with candidate platforms and promises, I wondered what if all involved in the organization voted for their next CEO?

With that scenario in mind, I would like to share with you my campaign pitch for being the next CEO of Your Organization.

As a new age CEO Leader this is how I would be mind mapping in preparing to lead your business: I want to be in the CEO position because along with the staff and board team we have an incredible opportunity to improve the experience and lives of thousands of consumer customers and members.

Our mantra is *“Purpose, Passion & Service Will Lead to Profit”!*

I possess a blend of professional experiences and personal values of serving and can craft a clear vision for what the organization can be in the community it serves—the institution of first choice in providing exceptional service and value to the customers/members.

These goals can be achieved successfully if we focus on a few critical things. First, all who serve must focus and have a passion for the Customer above all. Becoming a “Customer-Centric” organization is paramount in maintaining the competitive edge in the marketplace.

Second, all in the organization must serve with a higher calling purpose. All staff-front line, back office and managerial will all work together with a shared philosophy of serving the customer above all.

Third our (all) businesses must demand and embrace innovation. New forms of utilizing technology to serve customers, become more efficient as an organization, create new products and methods for serving the new needs of customers must be embraced to move the organization to forward.

Successful leaders know turning these concepts into reality is what leads to better performance, world class service and earning long term customer loyalty. And making a difference in consumers lives and the community through socially responsible activities really distinguishes the really great organizations from the rest.

Now can I count on your vote to be your next CEO?

My Taking Points on Being an Effective Leader

- Love Yourself/Love Your People/Love Your Business/Love Your Customers/Members!
- Always Seek Out Challenges and New Opportunities to Grow Your Business.
- Be An Inspiration to Yourself and Others.
- Model the Behavior You Expect.
- Focus on Quality and Supreme Customer Service.

- **Value Diversity in Your People and Customers.**
- **Cherish the Abilities People Bring to Your Workplace.**
- **Leaders Have to Keep Growing and Learning.**
- **Have A Passion for What You Do in Serving at All Times!**