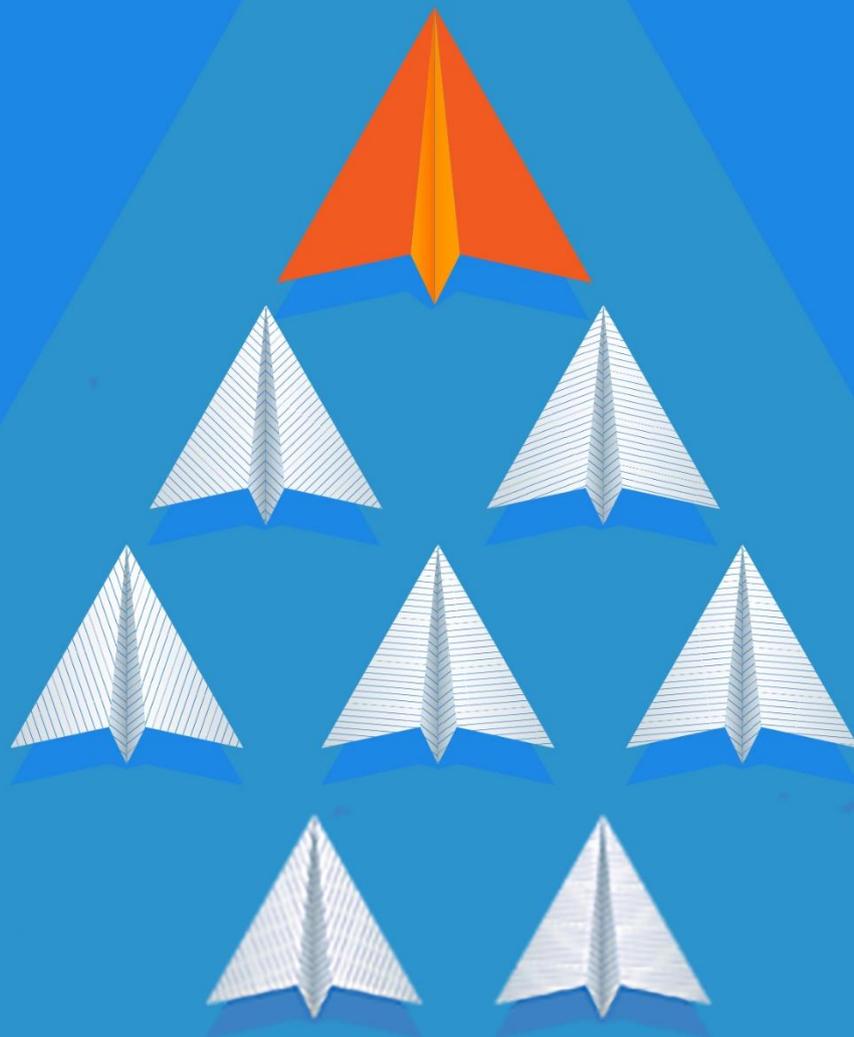


# 8 QUALITIES FOR GREAT LEADERSHIP

CRITICAL ELEMENTS FOR CURRENT  
AND FUTURE SUCCESS



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# 8 Qualities For Great Leadership

*Critical elements for current and future success*



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"Live well, live with passion, and know that the best is yet to come."

I would like to thank in particular Trevor Stockwell and Elaine Slatter for their input in making this project happen. This project would not have been possible without them being by my side from conception of the idea to the fulfillment, which you are now reading.

They have taught me the invaluable benefits of great teamwork, persevering, and enjoying the journey.

Thank you so much, Trevor and Elaine.

Thanks also to each of the contributing experts for sharing their insights and working together in our mission to empower current and future leaders.

Don't miss out on the latest updates and valuable resources that go beyond this book! Head over to [www.8leadershipqualities.com](http://www.8leadershipqualities.com) to stay in the loop and continue your learning journey. Join now to satisfy your FOMO!

To participate in our current or future collaborative book project similar to this one, please apply here <https://www.yeukaipublishingservices.com/synergy>. We believe these projects have the potential to make a real impact in the world and we are seeking a diverse group of authors who share a passion for storytelling and a desire to make a difference.

Our goal is to create a collection of books that will inspire, educate, and transform readers from all walks of life. We believe that your unique voice and perspective would be a valuable addition to these books, and we would be honored to have you on board.

By participating in a book project, you will have the opportunity to connect with other talented writers, reach a wider audience, and contribute to a book that we hope will be remembered for years to come.

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# Introduction

Congratulations! The fact that you are reading this book tells me that you are serious about your leadership journey and being successful in your endeavors.

Since the inception of the Yeukai Business Show podcast in 2015, I have spoken with hundreds of successful leaders and entrepreneurs. Their experiences and insights as they share both their successful strategies and learning from the mistakes they have made have contributed to my growth journey and how I have developed multiple businesses.

As the podcast continues to equip and encourage leaders with 500+ episodes now published, this book is an additional avenue to serve today's leaders with practical information relevant in all sectors. In 2020, to help scale the show and meet its growing popularity, my friend and business associate Trevor Stockwell also started to host the show. We have since added guest hosts as part of supporting their leadership journey and business endeavors.

In addition to strengthening my network and equipping me more to connect others in business, I have also gained some valuable friendships, in particular with Elaine Slatter, host of the Fabulous Fempreneurship podcast. This book was born out of conversations I had with Elaine and Trevor. The idea to collaborate with specially selected experts drawn from our combined networks and communities across the globe seemed a natural step to continue to promote great leadership values and behaviors, and strengthen and develop leaders, specifically those in business or exploring entrepreneurship.

Having grown up in Zimbabwe with the influence of entrepreneurial parents and other family members, emigrating to the UK in 2002, starting a successful outsourcing company in 2012, providing support and mentoring to help multiple business owners increase their revenue, and navigating the path of achieving British citizenship, my life and business experience has forged and tested many of the leadership qualities included in this book.

Each guest author has written on the specific qualities they model in their own life and business(es) and how they empower other CEOs, organizations, teams, and individuals to establish and implement these qualities as part of their leadership journey. We have each learned the importance of leading ourselves well, continuing on a journey of personal growth. Each chapter has a concise focus on the qualities we need to regularly keep sharp and prioritize for long-term success.

This book is intended to be an enduring resource that you can refer back to regularly as part of your leadership review process and for personal growth. Each element is elaborated on further in accompanying podcast interviews published on both podcasts.

Part of the mission of Yeukai Publishing Services is to provide resources to inspire, encourage, and contribute to your fulfillment and success by equipping you to enhance your leadership, become more effective in every area of life, and to empower you to better equip others.

The journey is exciting, and we are glad you have joined us...

# 1. Self-Leadership: Raising Your Inner Game Maximizes Your External Results

## How far do you want to go?

As an entrepreneur or leader in business, to maximize your investment of time, money, and energy; to build strong relationships; and to accelerate your effectiveness, you have to learn to lead yourself well — all of the time. That sounds obvious, but the practicality of living this out is not so clear. It does not just happen.

Great self-leadership is vital to experiencing success in any endeavor, bringing increasing benefits for leaders and entrepreneurs in particular because of the higher level of influence that we have.

To overlook the significance of this will not only dilute your effectiveness, but also limit your potential to influence well. Having determination, drive, and tenacity are all important characteristics, but not at the expense of establishing a healthy foundation to live from and build relationships on. You still have to “put the work in” when it comes to developing the fundamentals (including mindset, emotional intelligence, healthy habits, etc.). You cannot skip these and just pursue the “next big thing” and expect to find fulfillment. Any areas that are neglected will eventually have to be dealt with...the longer we leave it, the bigger the “mess” to untangle and the higher the potential consequences.

The good news is that self-leadership is progressive and a skill that can be developed at any time, wherever you find yourself. Start from where you are. It is not rocket science or exclusive to a chosen few, but a blend of consistent,

intentional focus and activity on key elements. You will be familiar with many of them, but our effectiveness is exponentially linked to deepening that knowledge and doing what we know.

### **Operating in great self-leadership is not our default inclination!**

That is why deepening our personal insight and raising the level of our self-awareness is vital. From my own life experience and coaching entrepreneurs and leaders in business, I have discovered that self-leadership is the game-changer — and this is the outcome of many interlinking elements working well together. We will look at developing and leveraging the power of three of these fundamental elements:

1. **Insight:** growing a heightened awareness of who you are and where you are now.
2. **Clarity:** attaining and developing a lucid understanding of where you want to go AND who you want to be, even when the path may be unclear or seem “way out there.”
3. **Flexibility:** the ability to adapt and recalibrate your thinking and actions to continue moving forward.

I have included questions to prompt your thinking because thinking is the beginning of change.

### **Developing internally maximizes external results.**

## **What is self-leadership?**

You know that Life Dream you have...whether that is amassing great wealth, becoming a specific type of person, building an orphanage for the disadvantaged, retiring by 30 years of age, or all of these?

For each of us, self-leadership influences every moment, every thought, every decision, and every action...EVERY day. These are either working for you to realize that Life Dream or moving you further away from it. Shifts in either direction can be very subtle.

## **Self-leadership is the foundation from which you operate, interact with others, and express yourself.**

Do you hear that as daunting OR do you frame it from the healthier, empowering perspective that you are in control of YOU and what you want to do? (More than you may realize!)

Using the term “self-leadership” or “personal leadership” can raise alarm bells because we can think of self-absorbed people who live only for themselves, always wanting to be “top dog,” taking everything personally, and how toxic and limiting that approach to life is. But how you lead yourself is not personal because it affects everyone you interact with!

Self-leadership is all about you, SO THAT it can be all about others. The highest form of self-leadership is selfless.

Attitude plays an important role. A simple definition of great self-leadership I like to use is:

**Doing what is most beneficial, when you need to do it, and choosing to be happy about it!**

**The next step** is to not keep it all about you. Sharpen your self-leadership to then lead others better. Remind yourself every day that:

**My biggest self-leadership challenge is today.**

## **Self-leadership challenges**

*We* are our biggest challenge when it comes to leading well. In the words of John Maxwell, “...*the toughest person to lead is always yourself.*” [i]

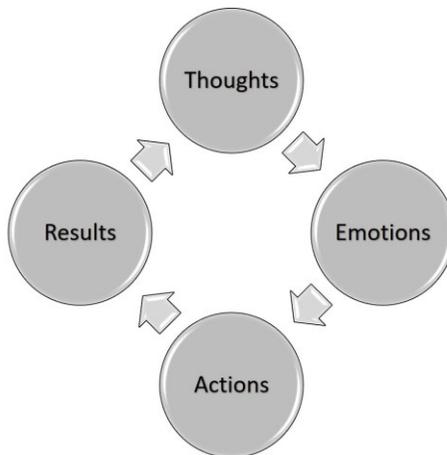
By default, we are inclined to prioritize our own needs and desires, even at the expense of others. Self-preservation and comfort rule and we naturally avoid taking risks and stretching ourselves, whether that is being vulnerable in our relationships, admitting when we are wrong and putting things right, or stepping out into new arenas and embracing the unknown. Your level of risk

tolerance is determined by past experiences, inner fears, the level of your passion, and the influences around you.

But we can *decide* to mature and grow in our intentionality to live beyond ourselves. As we reach a certain level of “success,” we look to “make the world a better place” by giving back and helping others. My belief is that if we focus on building others *while we are on the journey* of building ourselves, our businesses, etc., we experience that sense of fulfillment (which underpins our motive for doing anything) quicker. “Cutthroat thinking” and treading on others to “get ahead” really is counter-productive and self-sabotaging. It is not about attaining self-mastery first, but traveling on the growth journey and bringing others with you.

### 3 Elements for successful self-leadership

**Insight (heightened awareness):** when you overlook or neglect intentionally raising your level of awareness and deepening your conscious insight, you operate in business and in other areas of life for the majority of the time within the constraints of your subconscious learned responses working through the “**thoughts - emotions - actions - results**” loop (Figure 1), producing the same results time after time. This can deceive us into thinking that we are leading well because we are “doing” things (and sympathizes with our desire to avoid complexity and minimize effort).



*Figure 1: The Thoughts to Results Loop*

But these responses are influenced by past events and experiences, traumas, successes, and your current perspective. Living this way may work well for a short period, but eventually you will need fresh personal insight into how you are thinking, managing your emotions, and how your current results are contributing to your desired state of being/achieving your Life Dream (or not) in order to make the necessary changes to move forward. Insight is linked to discernment and intuition.

**Clarity:** as you become more consciously aware, lacking clarity about where and/or who you really want to be “XX” years from now and how to attain your Life Dream, contributes to frustration and wasted resources from ambiguous behaviors emanating from insufficient focus and direction.

Lacking clarity hinders developing a strategy to direct your time and energy by identifying clear steps and milestones. Desiring many things and adopting a scattershot approach towards obtaining them delays and lessens your likelihood of achieving any of them.

**Flexibility:** how often have you considered yourself to be flexible and open to change but after closer examination the evidence points to the “same old, same old” approach?

Being able and willing to adapt and adjust both your thinking and direction once you have developed a clear strategy requires ongoing self-control and a modest approach to recognizing that your idea may not be the best way of continuing to operate. Discerning when it is best to hold on to your strategy and push through resisting forces in the marketplace or other avenues and when it is best to rethink things and make adjustments will determine how successful the outcome is.

What level of flux and uncertainty can you handle, and how do you respond when that threshold is exceeded?

## Developing these elements

### 1. INSIGHT

When my attention was first drawn to the importance of raising our awareness to gain insight regarding how or why we act, it had a huge impact on my self-leadership. **We will not change what we are not consciously aware of.** Insight heightens our awareness.

- Do you know what your strengths are, what you are naturally better at?
- Which skills and competencies would bring the maximum results if you invested more into these?
- What areas do you need to drop or delegate to release more focus on your strengths?
- How well do you currently self-lead?
- What are your blind spots?

It is not about living constantly introspective, but regularly checking in and realizing where you are, how you can improve, and making beneficial adjustments.

Utilize the insights and skills of others to maximize developing your awareness. All successful leaders are on an intentional growth journey. Those who invest the most and align their actions with what they are learning see the best results.

**Know yourself:** Being honest about where we are at any given time is a HUGE benefit in our progress, even when that answer may be, “I’m not in a good place right now.” **Until there is sufficient insight, we will not act.** “Push through and work harder” does not always bring the results we need. Knowing you need to change your state or attitude to something more positive is the catalyst for improvement. It is easier, and temporarily more comfortable, to fool ourselves into thinking that the problem or solution is external instead of looking inside.

Deepening your insight and raising your level of self-awareness interrupts the learned behaviors that run on “auto-pilot.” Do a life audit regularly and check that you are getting assistance from, and being challenged by, others to empower you to grow and lead well. (The “self” part does not mean you need to be constantly independent.)

No time for an audit?

Really?

What does that indicate regarding your priorities and perspective?

I believe the reason more people do not (yet) leverage the benefit of coaching is due to a lack of humility and honesty with themselves that admits that things are not working, that they cannot build a successful business or life by themselves continuing to do what they are doing, and the main person hindering this is themselves. It is not the market, the government, the economy, etc. If we allow these factors to be the controlling force, then we yield our power and become victims to them and not leaders within them. Taking personal ownership for where we are right now can be a hard pill to swallow, but it separates the wishers from the achievers and the complainers from the obtainers. The sooner we do this and start taking action to change, the less time and resources will be misdirected and wasted.

**Empower yourself:** Develop the habit, first thing in the morning, to check in with yourself, how do you physically/mentally feel? Acknowledge your response and then decide how you are *going* to feel today and align your words, thinking, and actions with this.

Also, regularly set up “check-in moments” with yourself throughout your day, where every few hours, for just a few minutes, you pause, assess, and reflect on your behavior, attitude, and outcomes.

- Where are your current emotions and thoughts?
- How is your attitude?

Ask yourself a few questions to aid the discovery process:

1. How do I currently feel? (Rate using a 1-10 scale, where 10 is “Ecstatic.”)
2. What has happened that is contributing to me feeling like this?
3. What have I been thinking about in the last hour?

4. Where can I make **one** change immediately to improve my state and feelings the most?
5. Who can I help to progress what they are doing, and how?

Carving out these moments does not have to be challenging, link them to an activity you habitually do. For example, every time you make a drink or go to the bathroom.

**Empowered by others:** whether you realize it or not, YOU are the expert of your life, but oftentimes each of us requires external input to help us get to the level of honesty and beliefs that are essential for bringing to light the desires and dreams that we have suppressed or have been challenged and squashed by external circumstances (or people!). There is much wisdom in the ancient proverb:

*“Counsel in the heart of someone is like deep water, but a person of understanding will draw it out.” [ii]*

Commit to a mid to long-term coaching program (minimum 6-12 months) to allow yourself time to peel back the layers of excuses and reasons why things cannot happen, to challenge current limiting beliefs, AND to explore and discover the innate hidden strengths and ideas within you that will surface during this period of discovery. (Bringing to center stage those ideas and desires that you “will get to someday.”) The deeper you dig, the higher the level of awareness you will achieve.

This process takes time, so give this focused time to yourself as an investment. Your future self will thank you!

Along with this, identify growth areas and plan the required time and resources to make growth a reality.

## **2. CLARITY**

Developing a crystal-clear vision and strategy (with the right measure of flexibility because circumstances will change as you move forward) regarding the areas you want to focus on to achieve your desired Life Dream starts with

an outline and a skeleton of your Dream based on your values and “non-negotiables.” Compromising your core values NEVER brings true fulfillment.

Allow this outline to develop over time. Start with the details you know and what you are defining as success, and refine this as you grow and your knowledge increases, until you have an accurate perception of what is required. This then becomes the roadmap and benchmark to measure opportunities and decisions against.

Decide that you will remain steadfastly committed to realizing this Dream, regardless of the challenges you will encounter. It is easy for ideas and activities to drift from the main focus of what you are building and where you are heading. Go back to the roadmap. There are many opportunities you could participate in, but do they align with the strategy? You may have to be brutal in stripping away certain activities.

- Are they something you “could” do or “SHOULD” do?
- Are they a tempting distraction, seducing you from the path you are forging?
- Do they provide support and resources towards fulfilling your Dream, or divert or hinder your current resources?

### **3. FLEXIBILITY**

Great leaders develop the attitude and posture of being flexible and agile when they need to be.

The more regularly we maintain this attitude, the easier it is to adapt and adjust at any given moment. This allows us to successfully navigate the struggles and resistance of breaking new ground, creating our own path, building consistency and scaling from that, withdrawing from unproductive endeavors, “walking away” from a project when we discern that it is no longer healthy or beneficial, and — if necessary — “writing off” the investment(s) we have made.

But remaining flexible is not about having an excuse to leave a challenging situation just because it is hard; it is more about being willing to change our approach, reframe our thoughts regarding it, and re-write the strategy as required. It is finding the sweet spot between being too rigid and unwilling to

change or too flexible where we have no structure or plan in place to act on consistently, which leads us to constantly change our decisions and chase the next trend or new growth market.

The challenge we have is that we think we are flexible enough and that we are only doing what we are doing because we believe it is the right (best) way to do it.

When was the last time you asked yourself:

- Is there a better way of doing this now?
- How agile am I in my thinking, my approach, my leadership, and how I make decisions right now?
- Are problems always someone else's fault?
- Is my way the only right way to do it?
- If I had to take a different approach, what would that be?

We need “flexible narrow-mindedness”, so that we are not just jumping around from one thing to another through a fear of missing out, but also are maintaining an adaptability within a laser-focused channel of effort and aligning our available resources with our goals.

How flexible are you in listening to the opinions of others?

If we are challenging our thinking and approach regularly, we will seek out external input. Building diverse teams, nurturing a culture of psychological safety, and seeking their creative input leverages a wider skillset and arena of perspectives, which provides a fertile environment for new ideas to emerge. It releases others to think more creatively and use their initiative. This can then trigger more responses and further exploration among team members.

## **In summary**

We each have the opportunity to experience life at its best and to be the most empowered person we can be, but this is linked to the level at which we take responsibility for every aspect of who we are, what we do, and how well we lead ourselves at any given moment. Each time we make an excuse for not taking the appropriate action, we limit our effectiveness and potential. Deep

down you know that whatever excuse you give yourself, regardless of how noble or plausible you make it sound, is just procrastination and/or avoidance and your way of choosing to take the “easy” path...this will eventually grow to frustration and produce unhelpful behaviors and attitudes. We short-change ourselves when we decide to live this way.

Being intentional about leading ourselves effectively requires us to frequently revisit and develop the three elements covered here: **Insight** and Awareness, **Clarity** and **Flexibility**. Keeping these elements sharp underpins the successful development of the other interrelated elements, including a healthy mindset and self-belief, emotional intelligence, focus, accountability, etc.

**The benefit of successful self-leadership is that you “get sorted” before you show up.**

Imagine that you are holding a tray horizontally. On this tray, there is a ball in the center. Your goal is to keep the ball in the center as much as possible (insight, clarity, and flexibility are all working together). There will be regular forces from your environment, and as a result of activities you undertake, that will attempt to influence the position of the ball on the tray, drawing it away from the center. Therefore, regular adjustment is needed to maintain the ball’s central position. While the required adjustment may only be minimal, you have control of moving the tray — so for you to ignore this, assume that it will sort itself out eventually, or wait for someone else to correct the position is ineffective and counterproductive. The most effective response is for you to take control.

There are things you can do to proactively scale up your self-leadership, and there are things that will only come through someone else. You have an innate resilience to overcome whatever challenge you face, but you will not always be able to fully express this without the support and assistance of others. Therefore, taking responsibility for the areas you can control while allowing and seeking input from others will bring about a balanced approach.

Successful self-leadership is not about reaching perfection. It does not eliminate bad decisions and mistakes, but it does minimize them.

I believe in you, and in your ability to both make informed, productive decisions and demonstrate effective self-leadership behaviors. The choice is yours...

Having read this chapter...

- What is the **one** adjustment you are going to make first?
- What is the first step in making this change?

(Feel free to contact me and tell me.)

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Author: **Trevor Stockwell**

Trevor is a leadership coach and a trainer with 20+ years' leadership experience spanning both the corporate and the nonprofit sectors. He empowers entrepreneurs and business owners to raise their inner game by leading themselves well and maximizing their external results when leading others, drawing from a background in systems management and leading and developing service delivery teams.

Mentored for several decades by John Maxwell, the world's number one leadership expert, and now a Maxwell Leadership Certified Team Member and DISC Trainer, Trevor's passion for values-based leadership and empowering others continues to grow. He is convinced that every individual has SO MUCH MORE potential than they realize or currently utilize, and often external assistance is the catalyst for people to see and develop this.

He is also a host on the Yeukai Business Show podcast.

***“Our success is hidden in how well we lead ourselves.”***

trevorstockwell.com

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