

## Leadership is the Key to Success in Contact Centres

Before I moved to Australia, I almost went to work with Ted Turner, the CNN news and communications mogul. One day he shared his philosophy of leadership success. He pointed to a little brass plaque sitting on his desk. On it were eight little words he had coined: "Lead - Follow - Or get out of the way!"

Certainly not an applicable philosophy for the enlightened work environment we face today. Well, not usually.

What do you think effective leaders do? What do you think effective leaders should do? If you're a leader today, you know your singular job is to get results. But how? The mystery of what leaders can and ought to do, especially in a non face-to-face environment, is cloudy with misunderstanding and the tyranny of the urgent and invisible! And no matter how long you've been in a leadership role, you've discovered first hand it's not easy - no matter what books, seminars or "gurus" say!

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**Management** is working with, and through, others to accomplish organisational goals. For instance, team work or consensus building is management.

**Management = Reaching goals WITH others.**

**Leadership** is any time you attempt to get someone else or a group of people to do something for you. (People working for you, your counterparts in other departments or outside suppliers, etc.)

**Leadership = Reaching goals THROUGH others.**

**Next week Darlene will introduce an overview of six primary leadership styles found in the non face-to-face environment.**

***Read about the author, Darlene D. Richard, at [www.CallCentreINTEGRITY.com/articles.htm](http://www.CallCentreINTEGRITY.com/articles.htm)***