

Leaders

BOOK SUMMARIES

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Love Works: Seven Timeless Principles For Effective Leaders

THE NUTSHELL



While participating in a panel discussion, I was asked about the caring culture people saw displayed on the episode of *Undercover Boss* that I had participated in. I said, “We actually use love to define our leadership culture at HFE. Not the emotion, but the verb. We train our leaders to love each other, knowing that if they create enthusiasm with their employees, the employees will in turn create an enthusiastic guest experience. I think most organizations avoid talking about it, but why are we afraid to talk about love?” People applauded, and kept applauding. I had struck a chord.

My experience is that leading with love both grows the bottom line and respects employees. It’s a powerful way to transform the way you lead, and transform the culture of your organization.

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“A MUST-READ FOR LEADERS WHO CARE”
JOE KENNEDY, CEO & PRESIDENT, PANDORA RADIO

LOVE WORKS.

SEVEN TIMELESS PRINCIPLES
FOR EFFECTIVE LEADERS

JOEL MANBY

Featured on the hit TV series *Undercover Boss*

About the authors

Joel Manby is proof that leading with love works. He’s refined the leadership philosophy over the last 25 years, first as a highly successful corporate executive at Saturn, then as Saab North America’s CEO, and currently as president and CEO of Herschend Family Entertainment (HFE), the largest family-owned theme park corporation in the U.S.



During my early career, the focus was on meeting the numbers – financial performance. That’s all my leaders seemed to care about. What I longed for was a better way, one that united who I was as a business leader with who I was as a person. I wanted to care about those around me at work. I didn’t want to separate concern for profit and people or profit and principles. Leading with love does that.

Just to be clear: leading with love isn’t an excuse to avoid the hard truths about leading an organization. You still have to hit financial goals and make a profit. Over the last seven years, we’ve grown operating profit more than 50% and earned a 14% annual return for our owners. At the same time, we have grown in love. Our Share It Forward Foundation helped over 700 families last year who were in financial need. The bottom line is, we’re more profitable than ever and enjoying leading with love more than ever.

Often when we think of love, we automatically think about romantic love, the emotional kind. But I’m talking about the *verb* of love, not the emotion. I’m referring to a set of behaviors that people use to build a healthy relationship with someone, regardless of how they feel. This type of love makes us great spouses, great parents, great friends – and great leaders.

The seven principles we’ll explore are paraphrases from 1 Corinthians 13. These principles will transform your organization. Love is patient, kind, trusting, unselfish, truthful, forgiving and dedicated. That’s what leading with love is all about.

Patient: Have self-control in difficult situations.

As leaders, we can’t be patient with poor performance, but we must be patient with how we respond to it. Admonish people in private, protecting their dignity. When praise is called for, take the time to be specific. Shoot for a 3:1 ratio between them.

Kind: Show encouragement and enthusiasm.

Every day you’ll have the opportunity to make someone’s day better or worse. Make it better. Learn to send notes of encouragement to reinforce good behavior. Let CEO come to mean “Chief Encouragement Officer.”

Trusting: Place confidence in someone. Trust is the key to any healthy relationship, whether at home or at work. If we trust others, we’ll listen well, involve our team in decisions that affect them, and trust them to make the decisions they’re paid to make.

Unselfish: Think of yourself less. Being unselfish doesn’t mean thinking less of yourself, but thinking of yourself less. When you’re selfish, you insist on your own way with every decision because you’re thinking of yourself. Be unselfish with decision-making. A strong leader should aim to make as few decisions as possible.

Being unselfish starts on a personal level before it ever shows up in our organizations. If we’re unable to be selfless in our personal life, we’re unlikely to be unselfish as a leader. I believe that giving, in any of its many forms, is critical for a leader. Three basic areas of giving are our time, talents and treasure. We can give of any or all to bless those around us.



Truthful: Define reality corporately and individually. Getting the truth on the table corporately requires all voices being heard. Making the best decisions comes from all voices being heard and considered.

In working with individuals, I'll often divide feedback into three sections: what I appreciate about the person (what they're doing well), what I want more of (areas to grow in), and what I want less of (negative things that need to change). This breakdown brings clarity, and putting it in writing reinforces that. There are people in every organization who need truthful, direct feedback and follow-up to help them refine their performance and attitude and become fantastic (not just good) leaders.

Forgiving: Release the grip of the grudge. Learn to forgive those who have wronged the organization. Consider giving second chances when appropriate. Learn to forgive those who have wronged you personally as well; it will set you free to focus on love and relationship instead of anger.

Dedicated: Stick to your values in all circumstances. Great leaders need to use both love and power. Martin Luther King, Jr. said it this way: "Power without love is reckless and abusive, and love without power is sentimental and anemic." Develop "be" goals, so you aren't only focused on performance. Leading with love is harder in difficult times – you need to be dedicated in order to continue doing it.

Leading with love is a choice you make. It's hard. It's much easier to just "hit the numbers" without caring how the decisions you make impact others. But learning to lead with love is ultimately about becoming a whole person, and having both your work life and personal life aligned with your deepest values. That brings a level of peace and contentment that is rare. It's hard, but it's worth it.



Meet Nelson Searcy

Nelson Searcy is an experienced church planter, coach and church growth strategist, consulting with many of the largest and fastest-growing churches in the world. He's also the Founding and Lead Pastor of The Journey Church in New York City. Started in 2002, this groundbreaking church sees the majority of its growth coming from new believers and currently meets in locations in Manhattan, Queens, Staten Island, San Francisco and Boca Raton, FL.

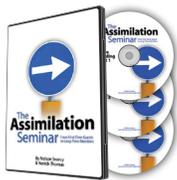
Nelson is the recipient of the prestigious 2013 Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. He's the author of over 75 church growth resources and 14 books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry*. He's trained more than 50,000 church leaders as founder of Church Leader Insights and the Renegade Pastors Network, which is designed to help pastors abandon average and strive for God's best in their personal lives and ministry.

For more accelerated growth, pastors also participate in Nelson's Senior Pastor and Advanced Coaching Networks. His continued mission is to help church leaders around the world cooperate with God in creating healthy, thriving churches.



Best-Selling Resources by Nelson Searcy

The Assimilation Seminar



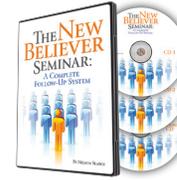
This three-hour seminar on Assimilation discusses practical steps that will help you create an inviting environment for your first-time guests, one that they will want to come back to time and time again.

The Ignite Seminar



This sermon series is a great tool to challenge your people toward a "Big Day," equip them to share their own personal faith with others and prepare them spiritually to be used by God.

The New Believer Seminar



Do you have a process that helps people move forward from their decision to becoming fully-devoted followers of Christ? In this resource, Nelson Searcy has developed a valuable system that will equip you to follow up with every new believer God brings to His church.

The Systems Seminar Package



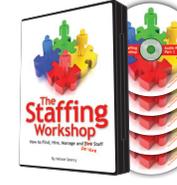
Maximize the potential of your church to reach and disciple more people more effectively with these eight three-hour Systems Seminars by Nelson Searcy. Over \$799.00 value for only \$549.95!

The Stewardship Intensive



Do you know how to develop extravagant givers in your church? This workshop encompasses, expands on and surpasses the truths you learned in The Stewardship Seminar. Take your stewardship system to the next level!

The Staffing Workshop



Do you desire to lead a great staff, to reach your church's full kingdom potential and bring glory to God? This workshop is the result of years of reading, consultation and real-world experience (including 18 months of intense study and research).