

Leadership & The Power Of “We”

“If you would persuade, you must appeal to interest rather than intellect. - - Benjamin Franklin

Leadership & The Power Of “We”

A great leader is able to rally their people and give them hope and a sense of ownership. If there is a common goal and a shared vision throughout your team, there is a greater chance that your goal will be attained. This does not apply to business leaders only. Think about your friends? A school meeting? If you're able to identify with your peers and your friends they'll transform into followers and will rally behind you. The key is to voice their dreams and do what you can to make the dream a reality.

This may seem difficult for some, it's for some would be leaders not to be direct and get what they want instantly. But rather than telling others what you want, tell others what they want. Encourage those you lead in voicing their dreams, hopes, and beliefs. Build value in their mission and passion and explore how your outcome and theirs can be symbiotic and build win-win relationships.

There's no use in telling your people something they don't care about. There is little value in voicing how you feel about a situation if your team could care less. Identify with them and their dream, and then you will be better placed to be an effect leader. When you can identify with your audience (whomever that may be), you build rapport, and you build a level of common understanding that allows your followers to be inspired, motivated, and ready to attain the unattainable. To achieve success when all was doomed to fail.

It's difficult to step out of your own shoes (and ego), and allow others to help you grow, succeed or achieve. After all, we all love to take credit for something that we had a part in, even with a limited role. For example, look at movie credits. You see how many people are listed even the guy who swept the floor behind the scenes gets his few seconds of fame in the credits!

Oftentimes when speaking, we focus on the singular: “I”, “Me”, and “My”. That is: “I completed this job” or “I want it my way” or “Me! Me! Me!” But it doesn't work that way! Not if you want to successfully persuade your people towards your side.

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For the next few weeks try this, when speaking to others, work colleagues or friends and family make a conscious effort to use words like “we” and “us” or “the team” rather than your usual conversational style. It helps identify with others, builds rapport and makes them feel as though they are an integral part of a team. This will be quickly noticed, in fact if you may discover many more smiling faces looking back at you on a regular basis.

A great leader focuses their efforts on praising their team and always uses words like “We”, “Us” and “the Team”. Not only does it inspire the others to achieve further success with you, but it also continues to build respect, trust and lasting rapport and they will want to work with you again.

Remember, it is so powerful when you say “We.” It’s much more intimidating to say “We confronted, we conquered.” It will sound like you have a big following behind you, and with the right persuasive communication techniques, and rapport building skills you soon will.

“If each of us can be helped by science to live a hundred years, what will it profit us if our hates and fears, our loneliness and our remorse will not permit us to enjoy them?” - - David Neiswanger

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