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## Feature Article

### *Why Leaders Should Practice “Inclusive Leadership:” What’s in it for the Leader*

*by Wayne Springer*

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Did you ever see the movie “Platoon?” It displayed one of the best contrasts in leadership styles I’ve ever seen on the Big Screen. Tom Berringer plays an autocratic, dictatorial Vietnam-era platoon sergeant who is both feared and respected by his men. Willem Dafoe plays a squad leader who practiced what I would consider to be a form of “Inclusive Leadership,” and who was both admired and respected by his men.



The movie leaves it to the viewer’s judgment about who is the more effective leader. Which form of leader are you? How effective would your followers say your leadership is?

In my last article I talked about some of the different leadership styles. I submitted that a new and more relevant leadership method for business leaders today is what I called “Inclusive Leadership.”

This month I want to give you the 7 main reasons why this new way of leading will be beneficial to YOU as the leader.

Here they are:

- You will not feel alone, as many leaders feel.
- It will reduce your stress.
- It will help you make better decisions.

*...Wayne’s Article continued on page 2...*

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*...Wayne's Article... continued from page 1*

It will give you more freedom.  
 It will increase the amount of respect you receive from those you lead.  
 It will reduce your staff turnover, thereby saving you money.  
 It will help create a true support team - "True Believers" - among your staff.

Everyone wins with Inclusive Leadership.

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# WAYNE SPRINGER

LEADERSHIP

## *Inclusive Leadership Tip*

Hooray!

"Celebrate every victory." Leaders can honor their employees and associates hard work and efforts by recognizing each "win."



People are talking about Wayne....

"Wayne was just fantastic! This is very valuable information to me and I can start using this knowledge next week to make money!"  
 - Mike Marchev, Marchev Seminars Corp.

### ABOUT WAYNE SPRINGER:

*When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.*

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# PEGGY MORROW, CSP

CUSTOMER SERVICE

## *A Question with a Big Payoff*

When you are surveying customers (either internal or external) make it short.

Ask, "What's one thing missing from your experience with us?"

Or, "How could we make your experience with us even better?"



People are talking about Peggy....

"In a word: sensational. I truly believe that Peggy's workshops have made a difference in the climate of our college. Participant evaluations (from a fairly cynical bunch) were extremely high and well deserved. I honestly felt that the money spent on these programs was an excellent investment and has already begun to produce dividends for San Jacinto College Central.

### ABOUT PEGGY MORROW:

*For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.*

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# TERESA BEHENNA

CHANGE

## *Tune in to Music*

Music can be used as a powerful tool to influence people to change their thinking. It breaks down barriers of diverse cultures, age and social status and opens up the subconscious mind to accept new ideas.



People are talking about Theresa...

*Your mixture of personal stories and songs made the program entertaining as well as inspiring – your goal I'm sure! You certainly hit the mark with us!"*  
Romance Writers of America conference

### ABOUT THERESA BEHENNA:

*This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.*

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# WILLA DECKER

HEALTH & WELLNESS

## *The Lost Art of Thinking Focus*

Focus is more than just paying attention. Do you find it difficult to concentrate at times? Does it feel like your work just piles up on you? Your brain is a highly advanced system which can function at much higher levels than you think. Explore ways to utilize your most under-utilized super power.



People are talking about Willa....

"On behalf of the whole CaLab Team I would like to thank you for an awesome seminar. The things you shared with us will be beneficial to us all in the work environment, as well as our personal lives."

Keri A. CaLab, Inc

### ABOUT WILLA DECKER:

*Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.*

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# TOM BRITTON

SALES & MARKETING

*What and Why?*

What do they want...and why do they want it?

Those are the two questions that any sales person must have an answer to before a sale can be made.

What do they want? That's usually easy to find out. Your prospect will readily tell you.

Why do they want it? Now that's not so easy to find out. You must LISTEN; ask open-ended questions and then listen.

Ninety percent of the reason they will buy is determined by the "why"



People are talking about Tom...

"Year after year Tom Britton is one of our most requested speakers."  
 Josephine Roche, Texas Bankers Association

## ABOUT TOM BRITTON:

*Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?*

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# DONNA FISHER, CSP

NETWORKING

## *Be a Kid Again*

You'll connect with people more easily when you show an interest in them. Networking is about connecting with people and you will connect with people more quickly if you develop a natural, childlike curiosity about people – not childish – but childlike.



Children typically view life with an attitude of fascination and eagerness to learn. With this type of attitude, as an adult, you will more likely become fascinated to learn more about people and how they got to where they are, what they had to overcome to be successful, what they still want to accomplish in life, and how they happened to choose their current career path.



People are talking about Donna....

You are truly a crowd pleaser! It was one of the best programs we have had. Your ideas gave everyone something to think about and you were entertaining, fun and professional. The evaluations were high and the comments all positive!

K. Baker Meeting Professionals International

### ABOUT DONNA FISHER:

*Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.*

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# SUE PISTONE

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## *Bill Paying Opportunities*

We have unique opportunities at our office. When we pay our opportunity invoice to the utility company, we have the opportunity to live in light instead of darkness. You have the same opportunities with your vendors.

Many people call them bills. We choose to call them opportunity invoices.



People are talking about Sue....

"Sue, you are an insightful, caring and intuitive success coach as well as a quality public speaker. During a recent downsizing at my old company your coaching and support were vital in helping me transition into my new career. Sue, I would highly recommend you to everyone!"

Rod White, ChaseCom

### ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.

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