

# Leadership TRACKS

ISSUE NO. 3

## Grow or Die!

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### Change: The Only Constant

Tom Peters said it well – “*The game—hey, the basic rule book—keeps changing. Competition keeps changing. So leaders need to change, to keep reinventing themselves. Leaders have to be ready to adapt...*”

### Constant Growth: The Only Response

Tom isn't the only one telling us this. In his book, *Self-Renewal*, John Gardner challenges leaders to focus on constant renewal—of themselves *and* their organizations. Why? Constant change means that today's solutions often become tomorrow's problems. The hard truth: you can't ever rest on your laurels.

### Leadership 4D: A Place to Start

But here's the tough part about growth: where do you start? Leadership is a complicated thing—how do you get your arms around it? *Leadership 4D* is a simple model that gives leaders a basic structure to help them focus on the different dimensions of personal and professional growth: 4 dimensions, to be precise.

Think of four key verbs...

### 4 Verbs... 4 Key Dimensions

### 4 Dimensions of Growth

Use four verbs to identify the four main areas of leadership development: *Know, Do, Be, Relate*.

*Do* is the one we're probably most familiar with—the things good leaders do, that set them apart as leaders. But there is also a lot that good leaders need to *know*—not the least of which is *themselves!* [Read Issue #2, if you need a refresher]. But good leaders also demonstrate certain inner qualities that we admire and respect—that's *character*, which is the *Be* part of the model. The last dimension—*Relate*—recognizes the distinct importance of other people in the equation of successful leadership. This is the “big picture” of leadership development—now we'll “break it down” for you a little more...

### Know / Do

The challenge of *know* growth is pretty big just by itself—job skills, industry, market, technology, company culture and politics, leadership competence (to name a few!) But *knowing* is not enough—*leaders must deliver the goods!* They can't just “talk the talk”—they've got to “walk the walk” and produce real results!

### Be / Relate

And now “soft skills” are more important than ever—the ability to “reach out and touch” and connect with other people in multiple arenas of relationship: staffing, team-building, conflict-resolution, communication and vision-casting, networking, alliance-building... and all in the

context of a convincing personal “ethos” or character. That means more than just being a person that people *believe*—it means being the kind of person that people believe *in!*

### Don't Try This Alone

Download *The Personal Trainer* for some tips on how to go about this whole “growth” thing. I'll spoil the mystery a little by telling you that you can't do this by yourself—you need the help of a certain kind of special person. What kind of person? Get *The Personal Trainer* and I'll fill you in.

I'll also show you the many ways *Corporate Leadership Initiatives* can bring its training resources into your organization to equip you and your team for immediate growth and development.

See you next time!



**Leadership Tracks** is a resource for growing leaders edited by Dr. Jim Dyke, the President and CEO of **Corporate Leadership Initiatives, Inc.**—an organization dedicated to equipping men and women with skills and principles pertinent to the roles and life of a transformational leader of the 21st century. For more information, you can log on to the website at:

**www.CLIconline.com** and connect with additional practical and creative resources, including Dr. Dyke's book, *Leading Teams*—a specially-designed tool for personal reflection and discussion that will help you and your team apply the ideas and principles presented in this newsletter.

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