

Effective Leadership: The Key to Overcoming Organizational Apathy

By David Byrd

A company will either succeed or fail from the top down. To overcome organizational apathy, then, effective leadership is essential!

The only true measure of leadership quality is effectiveness. Effective leaders are consistent, they know what works, and they know what doesn't. As a result, they foster positive and creative work environments, deliver measurable and sustainable results, and maintain the ethical integrity of the workplace. Effective leaders are aware of their personal, creative powers and how the forces of apathy affect people and the organization.

There are six essential qualities effective leaders possess that help their organizations overcome the comfort zones of apathy:

1. **Effective leaders believe in people.** High expectations and belief in people are the key characteristics of effective leaders.
2. **Effective leaders attract employee involvement.** Effective leaders are aware of the vital issue of expanded involvement.
3. **Effective leaders communicate effectively.** Effective leaders are aware of the importance of both feedback and exposure in their communication style.
4. **Effective leaders use real motivators.** Effective leaders are aware of how to use the personal, internal motivations of people in support of the common good of the organization.
5. **Effective leaders know how to share power.** Effective leaders exercise power appropriately by sharing it.
6. **Effective leaders use the most effective style of leadership.** Effective leaders learn and use the "Developer" style of leadership.

Can effective leaders really make that much of a difference? Are they worth the investment? Painting a primer coat of paint on a metal surface takes time, investment, and work, but it protects the finish coat from rust over the long term. In the same way, the organizational focus on effective leadership at every level of the organization is the key to the excellence and sustainability of the organization.

Successfully moving an organization to the next level is difficult, if not impossible, without the driving forces of excellence and sustainability. If they represent the wheel of the effective organization, then effective leadership is the hub of that wheel. Effective leaders at every level of the organization will do the following to promote excellence and sustainability:

1. **Foster positive and creative work environments.** Positive and creative work environments usually describe an effective corporate culture.
2. **Deliver measurable and sustainable results.** Effectiveness is the only true measure of action, and effective leaders consistently choose effective actions supported by measurable results.
3. **Maintain the ethical integrity of the workplace.** Effective leaders maintain the ethical integrity of the workplace by consistently avoiding the comfort zone of self-centeredness.

You CAN learn to be an effective leader — and overcome organizational apathy!

David Byrd is president of Leadership Management, Inc. and is a master executive and trainer, with more than 28 years of experience working with top business executives and their organizations. To gain more of David's insights on overcoming apathy, order *The Tripping Point in Leadership — Overcoming Organizational Apathy* today, available at www.thetrippingpointinleadership.com.

