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YOU GOTTA' BELIEVE: HOW TO CREATE CERTAINTY AS A LEADER



By Chip Eichelberger

Sun Tzu in the Art of War talks about the perils of a leader who lacks the ability to be decisive. When battling in business today, you are watched very closely as a leader. One thing that teammates of a leader will not forgive is lack of certainty. By your words, voice qualities and body language - you either transfer certainty or you transfer doubt. People want a leader and a mission to believe in and place their trust.

The events of the past few years have shaken that trust in corporate America and our quality of government with a sting of disappointments. There still are many companies in the survival mode today. They are concerned with surviving and not thinking how they can out innovate, out think and out hustle the competition.

What difficult leadership situations have you found yourself in the last few years? One simple concept to remember when facing adversity is that there is a difference between **difficult and impossible**. When playing for the Arizona Cardinals, Jake Plummer and his team found themselves down my 21 with twelve minutes left against the Eagles in Philadelphia. Most teams would fold in that situation, but the Cardinals had Jake. According to an article in Sports Illustrated, this was not a new situation for him. In six seasons there he directed 21 game winning drives in the fourth quarter or overtime.

The story in the newspaper by the AP quoted Jake as saying, "With 12 minutes I don't think I had to say it, but I did anyway." I said, "**We're down, but we're still in it!**" Then he went down the bench yelling, "You gotta' believe!" They came all the way back and won the game 25-24 on a last second field goal by Chris Jacke.

I'll bet he didn't go to just anybody on the bench. He went his "go to" guys that he knew he could ignite a spark of conviction in first. He did it with enthusiasm, conviction and planted the seed of possibility in their minds. Sometimes to turn around momentum, all it takes is one person who makes a decision. A key belief to adopt as a leader is:

I CAN RALLY OTHERS TO BELIEVE IN WHAT HAS NOT HAPPENED YET.

When faced with adversity on the job or at home, how do you handle it? Does your attitude quickly become negative and resort to the "this is going to be impossible to turn around" mode? Or do you think, "I love a challenge. This is not going to be easy, but it is absolutely possible!"

What can you do now? When was the last time you videotaped yourself speaking to your team? How about recording a conference call? I bet it has been awhile. Maybe you recorded it but did you watch it? That takes guts! Do you have an incredible coach to get the best out of you? I offer that service one on one or with a group of up to 10 at a time. You can get better but you must have deliberate practice and quality feedback to drastically improve your skills now.

Once you can get yourself, a teammate or one of your children to acknowledge that the challenge ahead is difficult and not impossible, then the brain kicks in and says: Then there **is a way** to overcome this? What is my first step?" Companies today are starving for leaders to step up and take a stand. Uncertainty is a killer. Martin Luther said, "Nothing in the world creates as much misery as uncertainty." Create more certainty now! Your next battle may depend on you to do it.



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