

# RO//DY

PLAY A  
**BIGGER**  
GAME



LEADERSHIP

*A Bigger Game*

As seen on



And in



# ABOUT THE AUTHOR

Rowdy McLean

Ron McLean has been known as 'Rowdy' most of his life because he is easy going, friendly, light hearted, pragmatic, down to earth and real. Rowdy is an expert on productivity, personal growth and achievement. He is the master of making things happen and getting things done and has achieved some remarkable things.

Ultimately we all want more, more money, more time, more fun, more love, more customers. Rowdy has spent the last decade studying the key drivers of success and achievement. He has developed a process to help individuals, teams and organisations unlock potential and play a much bigger game than they ever thought possible.

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e: [rowdy@playabigggame.com.au](mailto:rowdy@playabigggame.com.au) | p: 1800 438 732 | w: [www.rowdy.com](http://www.rowdy.com)

# ROWDY

# LEADERSHIP...A BIGGER GAME!

*Leadership has the biggest influence over every factor of business*

Show me a business with great leadership and I will show you a business that knows where it is going, has efficient operations, teams that thrive, employees that love their work and customers who are raving fans.

Show me a business with poor leadership and I will show you a business that is dysfunctional, inefficient and struggling to keep its head above water.

Leadership has the single biggest influence over every important factor of a business; strategy, operations, team functionality, employee engagement and customer satisfaction.

There are few things more frustrating in business than poor, weak or misguided leadership.

I have been fortunate to experience the vast impact of leadership in many walks of life, as an entrepreneur, as a CEO, as a consultant and as a professional sportsman. There are some undeniable leadership elements that transcend every leadership role in every industry.

When these simple fundamentals are applied you will find your leadership rocks and your business is on a roll.

**READ ON for top tips for playing your biggest game as a leader:**



*Research has shown that the number one thing employees want at work is recognition.*



This may sound very basic but leaders forget that one of their most important roles is to make decisions.

Working with or for leaders that procrastinate and put things off is one of the most annoying things in the world. We want answers and we want them now. Where are we going? What are we doing? Why are we doing it? How are we doing it? All day, every day people are looking for answers to these questions. When they're not answered, productivity declines, engagement falls away and customers head elsewhere. It's not about immediate and fast, it's about getting it done.

## 2. TELL ME HOW IT IS

*Master the art of matching the strength and importance of your messages*

Having your own office can often mean you get tucked away from the day-to-day operations. This can mean there is a communication disconnect and when people don't know what is going on they often come up with their own interpretation and that's almost always wrong.

We live in a world that now communicates in a multitude of formats across multiple mediums. Phone, text, email, written, meetings, social media, just to name a few. It's important that leaders understand they need to match their messages to the medium. If you have something really important to communicate, use the communication channel that will have the greatest impact. This is most likely to be the least used communication channel. For instance, a major staff restructure should not be communicated in a mass email if email is the natural way that people communicate general work issues. You need to step it up, have a staff meeting and announce it. On the other hand don't call everyone to a meeting to tell them something trivial.

When you master the art of matching the strength and importance of your messages to the right medium, you will find your staff and your customers relate to you better.

## 3. WALK THE TALK

*Talking a good game doesn't make it a good game!*

As a leader the biggest influence you have over another person's behaviour is your own behaviour. People will do what you do, not what you say. So if you talk about customers being the most important part of your business but treat them like dirt, you can be sure your staff are treating them the same way you are.

If you say punctuality is important yet turn up late for meetings, people will interpret that it's not really important.

Talking a good game doesn't make it a good game. You have to back the talk with actions that are congruent, then people will really get it and behave accordingly.





#### 4. DON'T MAKE THEM GUESS

When something goes haywire or something is not right, you can tell in a leader's body language and facial expressions. But because the leader doesn't communicate their frustrations other than through their body language, everybody has to guess what the problem might be.

To overcome this in my companies, we have a system that makes it easy for staff to understand what's right and what's not. On the day they start we give them a single sheet of paper. At the top of the list is my 5 non-negotiable's. These are the 5 things that will cause me to get really cranky. Things like, never be late for anything - ever. Each of these comes with an explanation, so never be late for anything - ever is followed by "the greatest disrespect you can display to another team member or to customers is that your time is more important than theirs".

When I am obviously cranky about something and staff can see it in my body language, they can also predict which of the 5 I'm cranky about and they will often come to me with an explanation rather than me having to confront them.

My team also have their 5 non-negotiable's with me. Things like being paid on time or personal expenses being reimbursed within 24 hours. That way the staff know the things that are important to them also get addressed quickly.

## 5. WHAT ARE YOU DOING?

### *Catch people doing something right*

Catch people doing something right. If you want to create a culture that buzzes, where people look for opportunities to impress, then you have to find people doing the right thing. Typically leaders find or hear about employees doing the wrong thing and then have a rant about it, giving the person what for.

If instead you look for people that have done something significant, useful and positive and rave about that to others, you will find that others will also look for the pats on the back.

Research has shown that the number one thing employees want at work (more than money) is recognition, a simple thank-you.

If you make catching someone doing the right thing every day, like doing something extra for a customer, coming up with an idea to speed up processing, helping another employee out in a quiet period etc., more people will do the right thing, which ultimately makes the business function better.



## 6. WHEN IT'S OVER IT'S OVER

*Used by dates are there for a reason.*

I work with organisations across the globe and I find there is one common mistake leaders make in every country. That is keeping employees beyond their use by date.

The employee who is no longer motivated, no longer cares and is just going through the motions will not change no matter how much you try to inspire or cajole them into contributing more.

Leaders protect these people who are no longer productive by pretending it will change; “they’ll be okay once we get that new software” or “once they get an assistant they’ll be alright”. No they won’t. They are disconnected and it’s time to part company, both for the good of the employee (they need a new horizon) and the good of your business (you can’t carry someone who is not productive).

## 7. NO MAN’S LAND

*Boundaries can be crossed, lines cannot.*

When you create hard and fast lines, you are really creating a place where people cannot go. Boundaries and lines are the way we communicate our expectations to employees. A boundary is a guideline as to what you can and cannot do, an indicator of what the limits are. However, if you have a good valid reason, you can cross a boundary or shift it to a new place.

A line is a set rule, don’t go outside the lines or there will be trouble. The problem with lines is they restrict creativity and innovation. If you tread on someone every time they cross a line, or make a mistake, eventually you will stifle every last drop of creativity, which means new ideas, methods and processes get buried.

If on the other hand you create boundaries, you allow people to look for new ideas and ways of doing things. If they cross a boundary and have a good reason for doing so, then that’s okay. Some of the most creative companies on the planet, like Google and Apple, use this concept of boundaries to encourage innovation. It works in small businesses just as well.



## 8. COMPARED TO WHAT

*A fresh approach is a good approach.*

You would have heard of the old cliché ‘you must compare apples with apples’. This is not always right. In fact I often get my clients to compare apples with oranges. I will get a hospitality company to compare their business operations with a service station. Weird I know, but if we only ever compare ourselves with businesses within the same industry, we confine our ideas.

By getting a hospitality company to look at how a service station up-sells at the point of sale, they get ideas they have never been exposed to before.

It’s a great way of exploring new opportunities and gets you out of the same old headspace.

I get garden franchises to look at auto retailers, accounting firms to talk to architects; design companies looking at transport operations. It’s amazing what comes out of these discussions for both parties.

A fresh approach is a good approach.





## 9. I REMEMBER YOU

Leaders come and leaders go and all leaders are remembered. Ask yourself, what you want to be remembered for and why. Then make sure there is an element of what you do every day that reinforces that.

For me it has always been "hard but fair." I want people to know I have high expectations, that I won't take any rubbish and there are benchmarks that simply must be achieved and if they're not achieved there is a price to pay. I also want them to know that I will treat everyone the same, there is recognition for a job well done, that I encourage people to grow and develop. So when I leave, the conversation should be "geez Rowdy was a hard task master, but at least he was fair." That's my legacy, it forms the basis for how I approach my role as a leader day-in, day-out and ultimately shapes the culture of the business.

# 10. IT'S NOT ALL ABOUT YOU...

## *The best leaders leave their egos at the door*

The best leaders leave their egos at the door they don't get caught up in exercising power for power's sake. When you make it all about you, you become tied to the day-to-day operations. Everybody turns to you for advice, direction and support. Some leaders simply love this but it's not good for the business.

When the leader is the one stop shop for every decision, when they have to rubber stamp every process or procedure, the business suffers when they're not around.

Not only that, but the leader feels like they are always busy, can't get away and people won't leave them alone.

On the other hand, you know you have mastered the art of leadership when you can go away for a few weeks and come back to find the business pumping along as usual.

The secret is not to create followers but to create other leaders, comfortable and confident in being responsible for their roles.



# USEFUL RESOURCES TO HELP YOU PLAY A BIGGER GAME!

## Rowdy at your event

Rowdy McLean is an international speaker and author. People relate to Rowdy because he is REAL. His presentations are down to earth, practical and authentic, and will inspire your people to “Play A Bigger Game!”. Visit [www.rowdy.com.au](http://www.rowdy.com.au)

## PLAY A BIGGER GAME Seminar

A one-day motivational program that will have you playing a bigger game in no time. An exciting event full of great strategies to achieve more, be more, do more and have more than you ever thought possible.

## THE BIGGER GAME!

An inspiring, engaging, dynamic and interactive game that will have your entire team raising the bar.

## 90 Day Challenge

From ideas to reality in just 90 days. We provide you with the tools, resources and support to make your goals real.

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