

BASED ON CONTENT BY JOHN C. MAXWELL

MAXIMIZE **YOUR SUCCESS!**

A 12-WEEK PROGRAM
TO DEVELOP YOUR LEADERSHIP SKILLS

PRESENTED BY THE JOHN MAXWELL COMPANY & WORLD FINANCIAL GROUP

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ESTABLISHING CREDIBILITY

By Dr. John C. Maxwell

WEEK EIGHT | LESSON NOTES

Credibility is a leader's currency. With it, he or she is solvent; without it, he or she is bankrupt.

With credibility, *leaders connect*.

Without credibility, *leaders disconnect*.



Connection: Connecting is the ability to identify with people and relate to them in such a way that it increases our influence with them.

Credibility Comments:

1. Establishing credibility takes _____.

A Credible Leader – The longer you stay the _____ it gets.

A Non-Credible Leader – The longer you stay the _____ it gets.

The effectiveness of the communication relies more on the _____
of the messenger than on the _____ of the message.

2. Established Credibility = _____.

Stephen M. R. Covey – *The Speed of Trust*

“The beauty of trust is that it erases worry and frees you to get on with other matters. ‘Trust means confidence.’ His thesis: Low trust is an unseen cost in life and business, because it creates hidden agendas and guarded communication, thereby slowing decision-making. A lack of trust stymies innovation and productivity. Trust, on the other hand, produces speed because it feeds collaboration, loyalty and ultimately, results.”

Questions Followers Ask About Leaders:

1. Do you _____ for me?

2. Can you _____ me?

3. Do I _____ you?

Credibility Comments:

Commandment #1 – _____

We must understand ourselves before we understand others. Once we know ourselves and like ourselves and feel comfortable with ourselves, then we can potentially connect with others.

Knowing ourselves is a result of self _____. Liking ourselves is a result of self _____.

Feeling comfortable with ourselves is a result of self- _____.

The relationships we have with others are largely determined by the relationship we have with ourselves.

Commandment #2 – _____

Credibility is the bond between leader and follower; it is almost sacred because it forms the bedrock of why people want to do what leaders ask them to do. Sometimes a loss of credibility occurs because the leader makes a mistake. If a leader's credibility becomes damaged what can the leader do?

A _____

When decisions do not turn out the way they were intended to, the leader owes his or her followers an explanation.

A _____

Admit that what you did was wrong and say you are sorry. It may be painful for the moment, but it can shorten the agony and enable the leader to put the incident behind her or him.

A _____

Make it right.

Commandment #3 – _____

When you make a commitment you build _____.

When you keep a commitment you build _____.

Commandment #4 – _____

Law of Countability – Others can count on me when it counts.

-The 17 Indisputable Laws of Teamwork

I am accountable to Myself in the area of my _____

I am accountable to Others in the area of my _____

Commandment #5 – _____

“You cannot speak that which you do not know. You cannot share that which you do not feel. You cannot translate that which you do not have. And you cannot give that which you do not possess. To give it and to share it, and for it to be effective, you first need to have it.”

- Jim Rohn

The speaker looks at his message as a lesson to be _____.

The communicator looks at his message as a life to be _____.

For one, the message can be an _____ to his life.

For the other, the message must be an _____ of his life.

For one, _____ is the most important issue.

The other, _____ is the most important issue.

Commandment #6 – _____

Honesty adds integrity to the vision and credibility to the vision caster.

Commandment #7 – _____

The most powerful leadership phrase that Jesus ever uttered was, *“Follow Me.”*

Commandment #8 – _____

Sometimes the best answer a teacher can give is, “I don’t know.” Instead of losing credibility, she gains students’ trust, and that trust is the basis of a productive relationship. “We all know that perfection is a mask,” says Palmer. “So we don’t trust the people behind know-it-all masks. They’re not being honest with us. The people with whom we have deepest connection are those who acknowledge their weaknesses.”

Commandment #9 – _____

The Golden Rule - Do unto others as you would have them do unto you.

_____ is knowing the right path to take.

_____ is Taking it!

Commandment #10 – _____

WEEK EIGHT | REFLECTION

In his talk John mentioned Mother Teresa's life and work. She founded her order with some fellow nuns in 1948 with no funds to speak of. Upon her death nearly 40 years later, her order had grown to include 4000 nuns and 120,000 lay workers treating the disenfranchised who were suffering from leprosy or AIDS as well as hunger and malnutrition in some 450 missions around the world.

How did Mother Teresa accomplish so much?

1. She understood the *POWER OF WORDS*.
2. She was true to her *BELIEFS*.
3. She did what was *RIGHT* regardless the cost.

While visiting Beirut in 1982 at the height of the fighting between Muslims and Christians, Mother Teresa wishes to retrieve a group of spastic children who were isolated in an abandoned hospital. A priest says it's a good idea, but it's impractical because the hospital is in a free-fire zone. To which Mother Teresa responds, "It's not an idea. It's our duty." At her insistence, a cease-fire was arranged and the children were rescued.

4. She experienced the *JOY OF GIVING*.

REFLECT

1. Everyone marvels at the influence Mother Teresa had on the world. Perhaps most startling is her beginning. She began with nothing and no one and slowly built her ministry to thousands. What does this say about Mother Teresa's credibility as a leader? Was she out to get results or to help people? Should our primary motive behind gaining credibility be the goal itself - credibility? Or should it start somewhere else? Why?

2. How have you seen character overshadow content in the life of a leader? Who was it and how did it shape their career?

3. In what ways can trust in a leader speed up success in a team or business?

4. Are you building hope and trust when you make commitments in your leadership? Explain the difference between the two.

WEEK EIGHT | TAKE ACTION

1

1. The Greek maxim “Know thyself” remains true even to this day. And yet, in an age where our culture accelerates daily at the speed of the Internet, we find it more and more difficult to know who we are and remain true to that person. Try the following in an attempt to connect with yourself.

UNPLUG

Take one day this week to put the phone away, leave the laptop at home and get out in nature. Whether it's a jog in the park or even a drive on your favorite road, disconnect from the digital world and do something that you love to do. At the end of the day, write down your reflections. What did you learn about yourself? Was it hard to disconnect? Did you find yourself at a loss for what to think about without your “digital stuff”?

DISCUSS

After you unplug reconnect with friends. Initiate a night out with your “group.” Plan another night out with just your closest friend and catch up on his or her life. What have you been missing? Where are they struggling in life? What are their victories? Remember, we are nothing without our relationships. Pouring back into our close relationships will keep us calibrated and, we will know ourselves.

2

What wrong can I right this week? What specific actions must I take? This is a tough one. But if we want to grow in our credibility we have to understand the power of reconciliation and forgiveness. Don't let a wrong get swept up under the rug of life and busy-ness. Seek out the offended party and take the first step.

3

How can I change my leadership practices so that this week I make following the golden rule a priority? In other words, how can my leadership take on new habits that value people? This is a key point for this week's lesson. Focus on building people rather than solely on results and trust that this focus will ultimately generate the results desired.

Identify three teammates or prospective teammates. What specific steps can you take this week to connect with them, to understand what they really desire and value, and to help them achieve their goals rather than your own?

Teammate 1: _____

STEPS: _____

Teammate 2: _____

STEPS: _____

Teammate 3: _____

STEPS: _____

So much of modern day leadership focuses on results and gaining influence. Though influence is important, it is not more important than people. If we fail to value people we fail at leadership.

Focus on one area in your leadership practices where you can add value to others.

An example: If your business highlights outcome and you find yourself dialed into that rather than the people achieving the outcome, make a change. Before asking about outcome, ask about the team member. How is their work going? How can you help them become more successful as a person and an associate?

Answers: Time; Better; Worse; Character; Context; Trust; Care; Help; Trust; Connect With Yourself; Assessment; Talk; Confidence; Right Wrongs; Acknowledge The Mistakes; Apologize; Amends; Take Responsibility; Hope; Trust; Be Accountable; Strengths; Weaknesses; Lead Like You Live; Given; Lived; Exception; Extension; Content; Credibility; Tell The Truth; Be An Example; Be Vulnerable; Follow The Golden Rule; Wisdom; Integrity; Deliver Results