

Ken Blanchard's Leadership Philosophy *Lead Like Who?*



I recently spent the day with Ken Blanchard. On his program were Fortune 500 CEOs, a former mayor of Philadelphia, internationally recognized leadership and motivational speakers and more. It is funny how easy it is to pay attention when you are surrounded by really smart people. Ken and the group shared their beliefs regarding what great leaders are and how great leaders get results. The following are excerpts gleaned from that program.

The key issue is the understanding that many of today's leaders are self-promoting for personal gain. Look at the financial crisis we are in and how it was impacted by poor leaders. Ask yourself the question "Who is happier - the man with a million dollars or the man with 12 children? Of course it is the man with 12 children because he doesn't want any more." This problem impacts in every leadership arena. Remember that leaders come in all sizes. As long as you are influencing someone in a positive or negative way you are using your leadership skills.

Blanchard divides leadership into life role leadership and organizational leadership. In both cases fear is the most devastating problem for the leader to overcome. Our brains are like computers and the premise 'garbage in - garbage out' applies to both. We must take the old pyramid leadership model and turn it upside down. The key is to use our influence based on an interest to serve. If this is the case, you will model and encourage these values in others.

Blanchard believes the key to being a great leader is to be a servant leader through your heart, head, hands and habits. In a direct quote from one of his recent books he says:

Skeptics of servant leadership contend that the words servant and leader don't go together. How can you lead and serve? People who think that way don't understand that there are two parts to the servant leadership

- 1. A visionary role – setting the course and destination***
- 2. An implementation role – doing things right with a focus on serving***

Some people think leadership is about vision while management is about implementation. When such a distinction is made, management seems to get a

second-class status when compared to leadership. We prefer not to distinguish between the two, and as a result, we consider both roles as servant leadership roles.

One point of view is that vision and implementation are two sides of the same coin – each equally important. To maximize results for everyone concerned, we must lead by setting a course and direction, and then we “flip the coin” and serve by empowering and supporting others in implementation.

If the above philosophy permeates his thinking then who is his role model? Jesus of course! The quote in the preceding paragraphs came from the book, *Lead Like Jesus: Lessons from the Greatest Role Model of All Time* written by Ken Blanchard and Phil Hodges. The book details just about every issue of concern within organizations and gives specific examples of how, when Jesus was faced with the same issues, he reacted and why that type of reaction from today’s executives can have significant impact on their organizations.

In summary, another excerpt from the book:

Bob Buford in his book Halftime, describes how most people later in life, want to move from success to significance – from getting to giving. People and organizations led by servant leaders are more likely to function well in values-based environments where success and significance are available at all levels. Led to serve one another as well as a common vision, people in these environments tend to work honestly and ethically.

The problem with self-serving leaders is they never get out of their own way. If they were focused on significance – generosity, service and loving relationship – they’d be amazed at how much success would come their way.

Since the club industry is about member satisfaction and service, it appears that club managers would do well to read this book as it graphically describes the prescription that can cure bad leadership habits and develop sound methods for managing today’s complicated club organizations. For more information visit www.LeadLikeJesus.com.

Remember “Even if you win the rat race you are still a rat.” **Lilly Tomlin**

“I believe the ‘Lead Like Jesus’ process can have a significant impact on club leaders. Thanks, Jerry, for sharing the concept with your industry.” Ken Blanchard

About the Author

Jerry McCoy, MCM, is a graduate of Michigan State University and has over 30 years experience in the club industry. He received his Master Club Manager designation in 1995. Through the years he has been a lecturer, teacher, and adjunct professor in club operations. In 1998 Mr. McCoy formed Clubwise, a consulting firm specializing in strategic and master planning, operational concerns and governance issues. He has published numerous articles on a variety of club operating issues.

In 2003 Mr. McCoy was commissioned by Premier Club Services (PCS) to develop The Board Resource Manual, The Director’s Guide for Understanding Club Governance and the Governance Checklist. That

year McCoy and PCS completed the first National Survey on Club Governance. Most recently they teamed again on the second National Survey on Governance in 2007. He was a contributing author of several chapters to the new CMAA Facilities and Amenities books.

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