



Leadership is a Gift

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DOES LEADERSHIP STYLE MATTER?

If leadership is a gift, does the leadership style matter? Early in our careers, we generally find ourselves on the bottom rung of the ladder. As we start to climb that ladder, we will work with and for many different types of people. I think we've all worked for a challenging boss—the one who makes you question your career choice. But if you're like me, hopefully you've worked for someone who completely changed how you envisioned leadership, and they completely elevated the bar. To work for someone who is inspiring, compassionate and is a servant leader, is **life changing**. Have you ever wondered why they lead the way they do? Are they following a particular leadership style and does this even matter? As a growth marketer, I have pondered on leadership styles and why they matter for years. My conclusion—**leadership is a gift, and the style is a big deal!**

LEADING WITH HUMILITY

While leadership styles fall into many categories, according to [Inc.](#), the most successful companies are led with humility. With a humble leader at the helm who invests daily in building relationships with employees, they create an environment where both the company and the people thrive and flourish. They ask for feedback, offer acknowledgment, and show appreciation for the employee's strengths—*they are cultivating a strong team.*

BUT, are all people called to lead—no! As a leader you are the source that cultivates all things and in our current economic climate you may also be the reason an employee leaves or stays. **Truth is**, one of the primary reasons employees leave is because of their supervisor. In his extremely insightful book "Leadership Gold," John Maxwell says people quit people, not companies. I believe it. [Work Institutes 2020 Retention Report](#) shows three of every four workers left their job voluntarily. People have a choice where to work, and it's a no-brainer to leave a job where you do not feel valued or appreciated.

THE LEADER WHO GROWS

Another trait of a humble leader is their ability to grow. Growth isn't always easy—in fact it can be downright uncomfortable at times. A leader who invests in people, listens to their honest feedback, and makes course corrections to improve themselves too, this is creating a culture of success. They are also making a tremendous investment in the customer. Happy, engaged employees will generally provide a much better experience for the customer. Growth and success are almost exclusively the result of excellent communication and constant inspiration from leadership.

THE LEADER WITH VISION

As I mentioned earlier, leaders are the source of cultivating all things within a company, and this includes the vision for growth. Sometimes, leaders get **hung up on being popular rather than leading with conviction**. When this happens, the vision to grow could become blurred.

As a decision maker for the company, it is critical to recognize and reward talent and passion. Passionate employees are motivating by an intrinsic desire to create positive change within their circles of influence. These employees are easy to spot, and they are an inspiration to others. **Their behaviors are activating!** Before you know it, the company is vibrant and offering a customer or product experience that is hard to compete with. A marvelous side effect of having inspired, engaged employees who offer a world-class experience to customers, is the magnetism of exceptional talent attracted to your company.

Leaders who recognize that they have been entrusted with the precious gift of their employees' respect and support, realize they have a tremendous responsibility to lead by example. Leadership is a gift.

WHO WE ARE

We are Co-Crete Marketing Strategies—a team of skillfully, gifted creators who use our talent to activate leaders with a calling to make a difference. A few moments connecting with us today, could make a difference in what you and your team can achieve tomorrow. Call 662-856-3012 or visit cocreatestrategies.com to get started.



About the Author

Melony Fuller is a highly analytical and goal-oriented professional with proven record of success in helping companies establish growth and business development in the field of sales and marketing. As someone who thrives in dynamic and high-pressure situations, she offers hands-on experience in developing and implementing effective business strategies to optimize organizational initiatives. Mrs. Fuller's efforts, in turn, have resulted in consistently meeting sales and marketing objectives.

Mrs. Fuller is highly adept at initiating new market presence, identifying growth opportunities, and establishing business alliances. Her commitment to provide high-quality service to achieve recognizable results comes from a determination and mindset to never consider failure as an option. Given Mrs. Fuller's business development perseverance, analytical intuitiveness and strong work-ethic, she founded Co-Crete Marketing Strategies, LLC.

Leading a team highly capable of digital marketing campaign implementation and the design of marketing automation programs, she also achieves forecast sales with an accountability matrix that leads to sustainable results against industry average in partnership with sales.

Through it all, Mrs. Fuller keeps her focus on maintaining a lead-by-example approach, both in handling projects and leading cross-functional teams. She believes that by doing so, she can establish a team cadence of accountability with an energetic personality to achieve a high level of execution.