


The ECHO Principle of
Leadership 

**“Everything rises and falls on
leadership”**
- John Maxwell

ECHO

Name That Leader

- ◆ Write a simple definition of leadership
- ◆ List 3-5 people you have personally known and would follow
- ◆ Capture the qualities/characteristics
- ◆ Compose your operational definition
- ◆ Set a goal

What is Leadership?

- ◆ Leadership is the ability to gain followers
- ◆ Leadership is influence

View of the Organization

Top down versus "Flat"

Power/decisions

Ideas/input

Rewards

Opinion of People

Douglas McGregor (MIT School of Mgt, 1960's)

Theory X- people are lazy, dislike work and try to avoid it. They must be motivated by coercion and threat.

Theory Y- people are self-motivated, want to do well and can be trusted. They want to use their abilities and contribute.

The ECHO Principle

- ◆ Leaders understand their responsibility to cast the vision.
- ◆ What they often fail to do is to listen for the echo.
- ◆ The question isn't "where am I leading?" but more importantly, "who is following me?"

E nthusiasm

C redibility

H onor

O wnership Transfer

E
N
T
H
U
S
I
Am
Sold
Myself

Credibility

Are you "seaworthy"?

Are you "without wax"?

People don't care how much
you know until they know
how much you care

Do they believe you have
their best interest
at heart?

**Leaders impress people when
leaders succeed,
But leaders impact people
when followers succeed.**

- John Maxwell

How do we honor people?

- ◆ Ask and listen
- ◆ Affirm
- ◆ Delegate
- ◆ Know them



BEATITUDES OF A LEADER

- BLESSED IS the Leader who has not merely sought high places, but who has been drafted into service because of his ability and willingness to serve.
- BLESSED IS the Leader who knows how to lead without being dictatorial; the best leaders are humble.
- BLESSED IS the Leader who leads for the good of the most concerned and not for the personal gratification of his own ideas.
- BLESSED IS the Leader who develops Leaders while leading.
- BLESSED IS the Leader who marches with the group.
- BLESSED IS the Leader who considers leadership an opportunity for service

Ownership

If you think that ownership isn't important, when was the last time you saw someone wash and wax a rental car?

You don't sell your vision, you help them buy it.

Change Process:

- ◆ Denial
- ◆ Resistance
- ◆ Exploration
- ◆ Commitment

Remember the definition
of insanity
↓
Doing the same thing and
expecting different results.

ECHO Action
If leadership is "influence", who do you
want to influence?

Would you gain influence most by
concentrating on:
enthusiasm
credibility
honoring followers
How can you accomplish this? (how will
you know if it's working-ownership?)

Leaders can be measured by
the ECHO's from their
followers!

What do others hear about
you?
