

# Welcome

No matter what business you are in, you're really only in ONE business: the PEOPLE business. Everything you achieve or receive as a leader or entrepreneur comes from ONE source: PEOPLE.

And yet it is so easy to become focused on the daily details of your job or your business that it can be easy to forget about this most critical "people" element.

How do you attract the right people? How do you bring out the best in them? How do you inspire them to contribute their best to you and your business?

The answers to these questions will lead you to some simple truths that you can leverage for success. And once these leadership techniques become healthy habits, you will achieve greater results with less effort than you ever imagined possible.



## Leadership Communication

**1 Communicate with integrity.** That means talking ABOUT someone only when talking TO them. They will inevitably hear you've talked about them, so they better be standing in front of you when their name comes out of your mouth. Trust is built when people know you talk TO them, not ABOUT them.

**2 Share observations, not conclusions.** Providing feedback immediately as an unproven "observation" instead of building your case until you are ready to prove your "conclusion" eliminates conflict and leads to honest and effective communication. By speaking without judgment the other person can receive it without feeling the need to defend themselves.

**3 Share information with full transparency provided it isn't confidential.** People will fill in the unknown with conjecture that is usually born from worry and fear. Full transparency fosters trust and is likely to inspire it in return.

**4 Focus on the "how" before the "what" by setting expectations for how you expect your team to work together before talking about the work itself.** People perform better when they are part of a team that is rooted in mutual respect.

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P3 Leadership Success  
Sheldon Harris, Founder  
[www.P3LeadershipSuccess.com](http://www.P3LeadershipSuccess.com)  
[sharris@P3LeadershipSuccess.com](mailto:sharris@P3LeadershipSuccess.com)  
888-548-1039

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