

Organizations that stop growing leaders stop growing.

Intrinsic in great leaders is an intentional identifying, equipping, and empowering of people who have the potential for leadership roles in their organizations.

Great leaders know that any organization's success, whatever its calling or business-type, is dependent upon utilizing the maximum potential and skills of all their team members.

Our organizations need new leaders who perform above and beyond their call, new leaders that can take our organization's daily challenges and, with wisdom and measured rationale, make decisions that will benefit bottom-line things like profits, goals, and impact.

We need new leaders who value our organization enough that they too will follow us in raising up other new leaders among their ranks. But where do we find these new leaders?

Well, they don't just come about. New leaders need the help of experienced leaders like you. To be an effective leader, they must be forged in the fires of strong mentoring, instruction, and advice. They must practice the art of leadership through relationships and model wiser, more experienced leaders who are willing to help shape them into what they can become.

As the saying goes, good leaders aren't born, they're made.

Making Leaders

"Making" these new leaders yields significant benefits to our organizations too. This intentional mentoring of new leaders not only creates a legacy of leadership in an organization, but it also can help the organization increase its productivity, efficiency, and overall effectiveness.

Most importantly, when we intentionally cultivate a culture of leadership, it can help the organization grow into the ultimate vision that it has for itself. In fact, it is the only thing that truly can.

Our world needs good leaders. Just managing is not enough.

Here's the problem: our world lacks good leadership. What we have a lot of in our fast-paced, high-stress world is management. Managers many times are chosen for a variety of reasons—how long they've been at the company, their knowledge, and their backgrounds, but often leadership is not a deciding factor.

The cultivation of good leadership skills takes time and intention, and unfortunately many organizations have not taken the time to help cultivate these skills in their managers.

In a September 9th, 2018 article in Forbes entitled “The Real Crisis in leadership”, Rasmus Hougaard cites a revealing Gallup poll. The poll, from 2016, found that more than 80% of managers in the US lack the ability to effectively lead.

The estimated cost for this deficiency in corporate leadership? According to Gallup, every year, this costs businesses in the US an estimated \$550 billion dollars.

The very nature of leadership is to influence relationships, to lead people to do their utmost for their organization. It is a mistake to assume that leaders solely need followers to fulfill their vision for their company.

Instead, what they need is other subordinate and complementary leaders that have the potential and the willingness to sit at the table with them and help guide their company to do great things.

As a leader, the time you take to bring people to this leadership table will compound. You’ll see leaders that you mentored grow into mentoring other leaders, and as these new leaders help grow your organization, you’ll see a shift from an organization that merely manages to an organization that leads.

A Guide to Help You Lead Your Leaders

At the beginning of the year, Harper Collins Leadership surveyed several leaders from around the world from ages 25-59.

These leaders came from small businesses and large businesses. They operated for profit and non-profit organizations. They had an annual revenue of under 1 million to revenue that is over 250 million.

We wanted to find out who was mentoring new leaders, how they were mentoring them, and how effective their direct and indirect mentoring strategies were.

What follows is a guide that visually portrays the data from the nearly fifty survey questions that we asked our respondents. In addition to these data charts, several insightful articles are peppered throughout that we hope will deepen your understanding on how necessary it is to seek out and cultivate new leaders in your sphere of influence.

The articles can be found on the following pages:

Page 3 -- Identifying and Attracting Leaders: Find Them So You Can Develop Them

Page 5 -- Understanding Leaders: Connect with Them Before You Lead Them

Page 7 -- Motivating Leaders: Encourage Them to Give Their Best

Page 9 -- Equipping and Empowering Leaders: Train Them to Be Great at Their Job and Releasing Them to Reach Their Potential

Page 21 -- Positioning Leaders: Team Them Up to Multiply Their Impact

Page 23 -- Mentoring Leaders: Coach Them to the Next Level

Page 33 -- Reproducing and Compounding Leaders: Show Them How to Develop Leaders to Receive the Highest Return Leadership

Page 36 -- Return on Leadership Influence

Page 42 -- About the Participants

Many of these articles are abridged versions of passages from John Maxwell's new upcoming book, *The Leader's Greatest Return*. This book serves as a deep dive into how to strategically identify, attract, motivate, equip, empower, reproduce, and compound these leadership qualities in new leaders in order to yield the highest possible returns.

We hope this guide will help you as you seek to locate potential leadership candidates in your ongoing work as a leader. Seeing how other leaders are mentoring those up-and-coming leaders in their organizations and how they're helping them to grow in their experiences and responsibilities, we hope will serve as a call to all experienced leaders to seek out these rich mentoring relationships.

We believe that this is a many-times untapped but vital role that leaders need to perform to better their organizations. As leaders, our concern should be for the continued vitality and growth of our organizations, and there is no better way to accomplish this than to cultivate and grow the potential leaders in our midst.