

Growth Guru Guild

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Prioritize Leadership: Leading by Example

While operating systems like EOS provide valuable frameworks, effective leadership should be the cornerstone of any business. This isn't to diminish the importance of established structure. However, focusing solely on roles like "Visionary" or "Integrator" can overshadow the crucial responsibility of Leadership.

The Problem: Mistaking Roles for Leadership

At Growth Guru, we've encountered situations where owners prioritize their visionary or integrator roles over actively leading. It can often sound something like:

- "My role is solely to bring new ideas and delegate execution."
- "I hold everyone accountable for achieving goals, but don't directly coach or mentor the team."
- "I'm the Expert."

When this occurs, leaders are generally on what I call "The Cliff of Hubris."



The consequences of Neglecting Leadership

- **Employee Disengagement:** When leaders become distant, employees lose motivation and accountability. This is also where we see culture begin to break down.
- **Stunted Growth:** Businesses struggle to adapt and innovate without active leadership.
- **Leadership Burnout:** Owner become overwhelmed or underwhelmed with the work, and then disconnected from their initial passion for the work.

Suggestions from the Guru's

1. **Remember that your #1 Role is to be a Leader:** Love, Listen, Learn, and align.
2. **Build a set of Foundational Behaviors** (David Friedman) for yourself and your team. These behaviors give everyone language to work, relate and hold each other accountable. This also matures your culture.
3. **Embrace the Coaching Mindset:** actively guide, mentor, and collaborate with your team.
4. **Manage Time Effectively:** Allocate time for both strategic thinking ("on" the business) and day-to-day operations ("in" the business).
5. **Reclaim Your Passion:** Re-engage with the core values, behaviors, and purpose that initially drove your business. (And your love for it!)

If you would like more information about the Cliff of Hubris or even rediscovering your love for your business, we would love to talk with you!

Sincerely,
Rick Faber, Guru, and Founder