

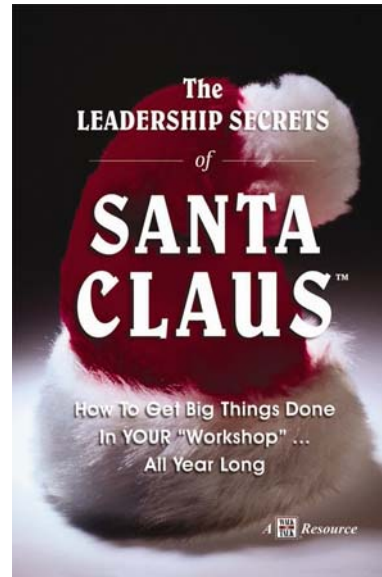
# THE NEWS CONNECTION

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The Leadership Secrets of Santa Claus

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In this “Walk the Talk Resource” book the author takes a subject that has been written about at least a thousand times and adds a sense of humor so that it grabs the reader’s attention. He uses Santa Claus and his crew in much the same way you would any business organization to illustrate the importance of leadership and understanding your team. The discussions in this booklet are set up so that they can easily be applied to any size organization. In what seems like simple ideas can often be difficult to implement, depending on who is doing the leading. Hence, the author takes a step-by-step approach (8 in all) to identify some of the pitfalls a leader often faces and how to overcome them to achieve success with his team.

All too often, employees get the sense that they are just at their jobs to perform a function without any understanding of how it impacts the entire effort toward the success of the total organization. In Building a Workshop the author illustrates the importance of a mission statement; having everyone understand it and why it’s important, as well as spending time with employees and bringing them into discussions to maintain the mission.

Focusing on employees to provide them with the proper tools for growth, rewarding those that perform well and learning how to deal with those that are not best for the team (Choose your Reindeer Wisely) are all delicate areas that are handled clearly. The author also stresses the importance of listening to the workers (Listen to the Elves); those that perform the functions that he may not be totally familiar with. In this manner the leader identifies problem areas to increase productivity, or enhancements to assist the employees with their jobs.

Facing changes to improve productivity (Go Beyond the Red Wagons), addresses employees that have difficulty dealing with change. Here, the author helps the employees understand the need for change by identifying the facts of the business and after having displayed this information, discusses their understanding of the information.

In Share the Milk and Cookies the author addresses the importance of recognizing employees for their role in the organization; motivating employees by letting them know that their efforts make a difference in the success of the organization and making them a part of some of the decision making ideas. In effect, helping them avoid the feeling that they are being taken for granted.

All in all, The Leadership Secrets brings the employees together with their supervisors to work as a team toward accomplishing the mission and success of their business. In this booklet, I would say everyone comes out with a gift that can be used all year long.