

District Director's Corner

February 2020

In the May 2016 issue of Toastmasters Magazine, there is a great article titled "The Essence of Great Leadership" by Terry "Starbuck" St. Marie.

The search for 2020-2021 leaders for District 37 (West North Carolina) and District 117 (East North Carolina) has begun. Do you see yourself with any of the 10 qualities that make a great leader? Have you observed leadership qualities in someone else? If either is true, take the bold step of nominating yourself or someone else for a district leadership role. Area Director and Division Director opportunities are available for the 2020-2021 Toastmaster year in both District 37 and District 117. Review the District Nomination page at <http://d37toastmasters.org/district-officer-nominations/> and nominate yourself or someone for a leadership role that will guide two new districts in North Carolina.

What are the 10 qualities that make a great leader, and a more human one too? What are the attitudes and attributes of those who step into the arena and lead their teams to achieve the success trifecta—a great business, a happy team and a fulfilled leader? In my view, it boils down to having all of the following.

1. **Positivity**—It's what I call "looking at the literal world in a favorable way." You are certainly not a Pollyanna, but the arrow must always stay pointing up.
2. **Purpose**—You must have a place to which you want to lead someone, or a group (or yourself), that goes beyond just profit.
3. **Empathy**—You have to be able to walk a mile in the other person's shoes, and apply the Golden Rule.
4. **Humility**—You want to make your team better than you. You shine the light on them. It's not about you.
5. **Will**—You have to really want to get there, somehow, some way. And that needs to be right on your sleeve for all of your team to see, and feel.
6. **Relentlessness**—Your positive tone, message, vision, values and expectations are out there, constantly, week after week, day after day, hour by hour.
7. **Persistence**—You are never satisfied. The bar can always be raised.
8. **Curiosity**—You don't know everything, so first you need to admit it. You want to keep learning, and learning and learning.

9. **Trust**—It's the sacred bond between you and your team that must be earned, not just be freely given or taken.
10. **Positivity**—You have to love leading your team, and not be afraid to talk about it, or express it.

The 8 Principles of More Human Leadership

- Crossing the bridge from “I” to “We”—It can't be about you. It's about a team.
- Asking for trust and keeping your promises—Integrity is an absolute must.
- Establishing a mantra of key values—It's the glue that holds all of us together.
- Finding and teaching more human leaders—The legacy must be passed on; we can't do it ourselves.
- Building a culture of accountability—It's all about fairness and shared responsibility.
- Measuring, monitoring and managing with the right metrics—The team needs to know where they stand, and what they are aiming for.
- Fighting complacency and the naysayers—Inertia is a momentum killer. So are those who still desire the old ways.
- Connecting it all to a higher purpose—Humans want to be part of a meaningful cause that's bigger than themselves.

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2019-2020 District 37 Director