

January 2017 – leadership is not difficult?!



There is a popular video which discusses leadership and the traits all good leaders should demonstrate. The video shows a man who starts dancing alone at a festival. He is joined initially by one 'follower', then one more and until eventually a large crowd who enthusiastically dance along with him and the first followers.

See a copy of the video [here](#).

What does the video tell us about leadership? It says that leaders should:

- Have conviction in their 'message'
- Make sure the leader (and their 'message') are easy to follow
- Embrace and encourage the first followers
- Encourage others to join the crowd (a leader needs followers to be able to lead)
- Make sure the 'message' is clearly communicated and easily understood (as with all things in life, communication is critical)
- Remember new followers emulate existing followers, not the leader (NB the 'message' is more important than the leader)
- Ensure following is the easy choice (reduce the risk of trying something 'new' and following someone when others are initially reluctant)
- Nurture followers as equals
- Understand where the tipping point is and the importance of momentum
- Be prepared to be a follower and understand the value of being an early adopter of new ideas

What can we learn from the video when we are trying to change the H&S culture of an organisation?:

- Keep your message simple – what is the important message you are communicating
- Focus on your people not your role as a leader!!
- Be proactive
- Don't focus on negative reactive statistics
- Set high standards
- Identify your key followers and involve them in delivering change
- Demonstrate your commitment to change (visible leadership)
- Build a community
- Demonstrate to followers that you care, to build:
 - Respect
 - Trust
 - Empowerment
- Be prepared to listen
- Be an early and enthusiastic adopter of new ideas
- Be persistent

Read more of my blogs [here](#).

The content of this article is intended to provide a general guide to the subject matter. Specialist advice should be sought about your specific circumstances.

Brian Cable is a Director of elnet consulting ltd