

FREE GUIDE

TOP 3 **LEADERSHIP** **TRAPS TO AVOID**



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TOP 3 LEADERSHIP TRAPS TO AVOID

Every leader starts off the year with a powerful vision and New Year's goals.

We set forward with grand dreams of revenue goals and performance metrics that exceed years past. However, it is also necessary to review past years' pitfalls, you know? Those areas that could use a little more edge, a little more grit and a little more attention.

As a leadership coach and corporate trainer, I've observed a few pitfalls or traps that every leader should look out for...so, I'm sharing them here with you.

Feel free to pass them along to the execs in your circle.

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TRAP #1 – IGNORING THE POWER OF THE RIGHT COMMUNICATIONS

Effective communication can make or break an organization, from customer updates to employee initiatives, the **right words** at the **right time** are absolutely irreplaceable. It can be all too easy for leaders to get caught up in the urgency of numbers and market fluctuations and demands. Yet, calculating the most effective communications that align with the big picture can save resources, time and profits.

United Airlines learned this lesson the hard way when a video of a customer being dragged from their flight emerged in April 2017.

We can take note from Anne Caine from [Business Insider](#), "When something happens and it becomes clear that your team or organization is clearly at fault, it's not time to get defensive.

Instead, be thoughtful. That means effectively listening to the aggrieved parties and trying to form some empathy for them."

This miscommunication cost United Airlines major public backlash, boycotting, and even a decrease in profits.



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"For any true, good leader, whenever a major problem happens, the number one thing to do is take complete accountability," said management expert, Subir Chowdhury.

TRAP #2 – NEGLECTING THE LATEST INDUSTRY TRENDS

Yes! The world is moving FAST and it can be simple to ignore the latest trends and focus on the grind. Yet, the competitive edge goes to those who are constantly innovating and monitoring the latest technology and market trends – and applying new tools and lessons to enhance the service they provide to their customers.

"If your customers and clients request some of the newer products or procedures but you're ill-equipped to adapt and meet those needs, you risk looking antiquated and might lose that business to your competitors." said, [HW Staffing Solutions](#) in a recent article.

Yet, keeping up with all of the latest business trends, from behavioral interviewing to Instagram stories and Facebook ads, can be a full-time effort. Which leads me to my next point...you must LEVERAGE your team!!

TRAP #3 – DEVALUING COLLABORATION, MENTORSHIP + TEAM BUILDING

If most entrepreneurs were to recount their success, most would *have* to point back to those mentors and leaders who helped shape their talent. Now, I understand you have an organization to run and plenty to do... budgets to oversee, teams to lead, presentations to give.



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But, NOTHING can replace the value of giving your time, wisdom and attention to your team through mentorship. Getting in the weeds, getting your hands dirty and working alongside your team is priceless! Leverage the exponential power of your team, their knowledge, their talents and focus their potential towards your vision.

So, while big goals and benchmarks are critical to smooth sailing for EVERY business, let's remember to INNOVATE, COMMUNICATE and to COLLABORATE.

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for global entrepreneurs,
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