

To help you become a better leader we have compiled for you a list of 20 Golden Rules that every leader should practice in their daily routines. Here's the first five, you can download the full list [here](#).

- 1 Develop the confidence and courage to make bold decisions that may seem daunting.
- 2 Always take a balanced, mature and un-blinkered view by being objective.
- 3 Recognise success is actually achieved through others, make and implement plans to develop others.
- 4 You work for your team NOT the other way around.
- 5 Avoid 'heat of the moment' reactions, deal with situations with composure. Building trust takes time ... destroying trust takes no time! It's better to sleep on it than act in haste.
- 6 As a leader you must distance yourself - do not try to be everyone's best friend.
- 7 Catch people doing things right. Deliberately give praise in a ratio of 5:1 (positive:negative).
- 8 Always be supportive of others within your management team.
- 9 Get yourself a sponsor, to offer you reassurance, help build your confidence and to bounce ideas off. If necessary use external coaches.
- 10 Make time for yourself to be proactive, to think about the future and set goals.
- 11 Clearly communicate and be focused on your team's short term goals.
- 12 See the future, keeping one eye on next week, next month and next year.
- 13 Focus on how little has been spent rather than how much has been made.
- 14 Always be open to and look for new opportunities that can develop you and your business.
- 15 Don't avoid or negotiate your way out of team or customer problems ... listen, question and own it until it is completely resolved.
- 16 Ask yourself 'What if...'. Who would replace you? Who would be your second in command etc? So make and implement plans to develop others in preparation for your next move.
- 17 Meetings are meant to motivate so make sure they are necessary. Make sure that each one you hold educates, entertains, informs and reflects a positive and fun culture.
- 18 Seeing is believing, so hold up a mirror so that people can view themselves using tools such as customer feedback, 360 profiles, facts and evidence. Don't just give your views.
- 19 Learn what motivates your team, how they best respond. Remember that each individual is different and requires a different approach.
- 20 Remember when you were 'in the team' and ask yourself "what did you desire / expect/ of your leader?"

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