

OCTOBER 2007

Walter Hailey's Leadership Lessons

Lesson #2: Share the Vision Clearly, Creatively, Continually, Mastermind with Others.

By: Suzanne Black; President

You're on the golf course. You've gone for a quick round at twilight – the last person out in a group of one – just you and the course. On the fifth hole, you hit a shot and know immediately that it is a great shot. Everything about it feels right. As you watch, the ball hits the green and moves with impressive momentum on the uphill slope of the green moving toward the cup. Your ball slows but still has some momentum and is edging slowly toward the tiny hole on the green. You stand in disbelief as it drops in the cup! It is astonishing – something you've hoped for your entire adult life. But your excitement is suddenly interrupted by the reality of your situation. You're alone. No one has witnessed your hole-in-one.

Like a hole in one on the golf course, your vision will become more "real" if you share it with others.



Suzanne Black
President



Walter Hailey

What does it mean to reveal your vision to others? According to Lesson #2, the vision must be shared clearly, creatively, and continually while masterminding with others to make it a reality.

Let's examine each element of that lesson. First, you must be clear. In order to communicate your vision to others, you must know how to "speak the language of the others." For instance, giving instructions to a five-year old is different than giving instruction to an adult. When you communicate your vision clearly, consider your audience and use the language and symbols that will mean most to them.

Second, you must communicate our vision creatively. Great leaders know that words alone are not enough to communicate vision. Actions speak louder than words. Former CEO of Southwest Airlines, Herb Kelleher, knew this lesson well. Not only did Kelleher talk about his

OCTOBER 2007

Walter Hailey's Leadership Lessons **(Page 2)**

love for his company and its people – he acted on his words by displaying affection and care toward his employees and customers. The communication of vision can come in the form of words, but actions and other symbols also convey the vision in a powerful manner.

Third, your vision must be continuously communicated. You must become obsessed with your vision and communicate that obsession to others. People pay attention to obsessions. Say it, write it, act it – over and over again.

Fourth, mastermind with others. Energy that is enslaved is wasted energy. Synergistic solutions emerge from interactions and work with others. Share your vision with others and see how freely the energy flows.

Henry David Thoreau said: ***I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor.*** Our ability to create a vision and have a mental picture of our future is a characteristic that is uniquely human. Yet many of us are hesitant to share our vision. Don't waste this opportunity. Get out there and share your vision clearly, creatively, continually, while you mastermind with others to make your vision a reality.

With a Masters Degree in communication, Suzanne began her career helping build one of the largest personal development training company's in the world and later became a protégé of the late Walter Hailey. Today, as President and CEO of The Coaching Center (sponsor of the "original and legendary" Dental Boot Kamp), Suzanne has over 20 years experience consulting and training over 300 different businesses and leads the most qualified case acceptance team in dentistry. Having successfully dealt with every challenge imaginable in the dental office, Suzanne speaks around the country on topics such as Leadership, Case Presentation and Stopping Cancellations and is a keynote speaker at Dental Meetings and Conventions. Her on-stage style, humorous anecdotes and ability to always deliver a relevant and personal message makes her a winning, engaging and unforgettable seminar leader. Suzanne is of the main faculty for the Dental Boot Kamp Continuum, which has proudly been delivered across the United States and Canada for the last 20 years, graduating over 35,000 dental professionals. Suzanne can be reached at suzanne@thecoachingcenter.net