



## December 2017

THE MOTOR DEALER REPORT FROM AUSWILD & CO  
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## Mantras Great Leaders Live By

***"The Leaders who get the most out of their people, are the leaders who care most about their people"*** Simon Sinek (Author, Motivational Speaker & Marketing Consultant)

Leadership isn't about having a "title" and true leaders know this. They thrive on the success of others within their team and often put themselves last.

Here are just a few of the mantras the greats live by –

- Followers choose their leaders, leaders don't choose their followers
- Followers choose leaders they trust, respect and feel comfortable with
- Good leaders make tough decisions when needed but don't jump to conclusions
- Leaders listen to their gut instincts
- The number of leadership styles is limitless – just be yourself
- Leaders need a base of power and authority but only use it sparingly and as necessary
- The best leaders persuade others to believe in their vision
- Leaders set ethical standards by their behaviour
- Integrity is the cornerstone of effective leadership, only you can lose your integrity
- A true leader cares more about their followers' success than their own
- Be quick to praise but slow to criticise – praise in public criticise in private always
- Leaders lead the whole team and they know one person is not bigger than the team
- They know as much as possible about their team they lead
- A good leader knows every problem or obstacle has a different solution
- Don't undermine mutual respect by manipulation
- Will say out loud "I was wrong" or "I don't know"
- If they know a decision or plan is wrong they don't implement it
- Be an observer not a player
- Leaders deal with problems head on
- Leaders confront bad behaviour
- Leaders set big goals
- Leaders set clear goals
- Leaders make every day count
- Leaders regularly coach their team
- Mentors Top, Middle and Low performers to achieve more
- Leaders use clear, constant agendas
- Leaders combine emotions and data
- They give their team a vision

- "Be comfortable being uncomfortable"
- Leaders keep distractions to a minimum when colleagues are talking to them
- When you speak to your team "get to the point" and don't rave on with BIG words
- Invite questions, feedback and input
- Be consistent – it gains credibility
- Do what you say you will do
- Know when to say "No"
- Leaders are able to look beyond their own self interests
- Leaders don't force authority
- Always remain eager, open and receptive to new information
- Leaders invest in leadership development
- Good leaders inspire people
- Have a Coach or Mentor – it can be a valuable asset
- You don't have to be nice to be loved and respected. Just be Fair!
- View a challenge as an opportunity to improve your skill
- Leave your EGO at the door
- Your job is to bring out the best in the people around you
- Do self-evaluations from time to time
- The big picture is about your team NOT you
- Leadership is a lot of one on one conversations
- Employees would rather their boss tell them where they stand than one that doesn't
- Remember it is not failure it is a learning curve

*This month's article was contributed by **Ian Parker** from Ian Parker Management Group, your onsite and online Dealership Mentor and Professional Sales Coach. Ian Parker, a licensed TOPGUN Coach has owned and operated 2 very successful, very profitable and highly awarded dealerships. He can be contacted by email at [ian@ianparker.com.au](mailto:ian@ianparker.com.au). **Website:** [www.ipmg.net.au](http://www.ipmg.net.au)*

*Our office will be closed from 12 noon on Friday 22 December until Tuesday 2 January 2018. We take this opportunity to thank you all for your support during the year and to wish you a **"Merry Christmas & a Happy New Year!"***

For additional information, please contact your  
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