

Ramsey Lambert

Tribute Speech:

Through The Lens Of The Leader

At the culmination of a career, sport season or even performance there’s typically a ceremony to honor those who are moving on. An individual is selected to deliver a speech regarding the honoree, commonly someone close the person of hour. But, today you are not only the honoree, but the speaker as well.

For this activity, you will be writing a 3-5-minute speech for your farewell banquet. Glance into the future and imagine your stellar career has come to an end. And your closest friends, family members, associates and teammates have gathered to show tribute of your impact.

During this sermon you should mention: how you want others to remember you, what you taught others, how you helped those during times of struggle, and what you meant to everyone around you.

Be sure to take your time to uncover the true legacy you will leave behind. What do you really want your coworkers, teammates, superiors or clients to really admire about you?



Leaders do any job asked of their followers, they are not above anybody. No one person is above the teams purpose.

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Example Tribute:

A semi-fictitious athlete named Tara

“Tara, what to say about our dear captain Tara? It’s very fitting that I get to speak on her behalf and say all of these wonderful things about Tara because she would never say them about herself. Tara was an extremely humble person who never took credit for our team’s success. Even though she scored the game winning goal for the league championship she was quoted in the local paper of saying ‘It’s a good thing Jessica is an amazing passer, because she placed the ball perfectly on my foot, and the ball just ricocheted off me into the net.’ That’s how humble she was.

If you want to know how Tara got so good at soccer, just come watch her train. She has a motor that has no quit. If nobody was around the ball she would still sprint to it. She would work on dribbling and shots before practice started. She worked like a maniac.

But her work ethic set the bar for our team. If it wasn’t for Tara, we wouldn’t have pushed ourselves so hard. We saw how she worked, and that work translated to All League and All Section honors. We knew if we wanted to be good, we had to work just as hard.

Tara also really cared about her teammates. At practice she was always helping other girls with their skills. She would even stay after practice to help the JV girls with drills. She had this uncanny desire to make sure everyone was getting better. And if you made a mistake, she wouldn’t get upset, Tara would just help show you how to prevent the same mistake in the future.

Lastly, with all of the accolades Tara has received over the years, she was never above the small things. She would pick up cones and shag soccer balls after practice. She would even help clean our locker room. Her ability to always be part of the team made us love being a part of this team. Thank you, Tara, you will be missed, but we shall carry the torch you kindly lit so bright for us all.



Picture Caption: People will only follow those who are selfless and encourage everyone one around them to win. They do not fear competition because their confidence and humility understands how team progress is the ultimate goal.

Leadership
Skill to Develop:
Go The Extra Mile

Leadership
Skill To Develop:
Cooperation

Leadership
Skill To Develop:
Master Your Craft

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Setting Team Goals:

Leaders Collaborate to Produce Team Goals

Picture a team without concise goals. Without a clear target. Perhaps each individual has a different idea of what the team goals are. One might think the goal is to increase monthly revenue by 5% while another thinks the goal is to increase customer retention. Maybe somebody thinks the team goal is to make the playoffs and the captains firmly believe they should win a championship.

With varying ideas of the team’s goal, you can guarantee varying efforts and focus from one member to the next. Leaders are crippled when they don’t know “where” they are leading the team.

Clear and concise goals need to be established to ensure team cooperation and allow for leaders to direct the team in the precise direction.

Utilize the following goal setting activity to help build leadership and team cooperation.



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Leading The Meeting:

Lead Up and Meeting Execution

Goal setting meeting setup: It is recommended to have all team members involved in the meeting. If your team is too large and may take too long to gather everyone’s input, distribute a survey eliciting the desired team goals from each individual, then hold a meeting with just the leaders who will represent the voice for those not present.

“Empower them with knowing they are capable of conducting a collaborative meeting.”

Have the team leaders lead the meeting. Empower your leaders and trust that they are capable of conducting a collaborative meeting. Be sure to conduct a “pre-meeting” to discuss the flow and objectives. You may also provide the leaders with example questions to encourage group participation. You can find helpful questions on page 2.

As the CEO, head coach or senior leader you should be present and participate merely to keep the meeting on task.

During the meeting: The senior leader should lay out the expectations of a cooperative meeting such as, no phones and only one person speaks at a time. Introduce your 2nd level leaders and let the team know that they are leading the meeting because they are invested in the team’s success and they are empathetic towards the members and understand their problems. Love up the leaders to bestow self-confidence in them as well as confidence from the team.

Gathering the Goal List: The leaders will work through the meeting guide and questions to uncover what the team would view as a successful quarter, year, season etc. All of the recommended goals should be displayed for the team to see. When the list is satisfactory, the leaders will work to focus the goals to 3-5 main targets.

Focus the list: Remove duplicates and goals that cannot be *tested.



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Meeting Execution Guide:

Keep The Meeting On Task

Guiding Questions:

- 1) What would we like to accomplish by (insert date)?
- 2) What do we view as vital needs that we need to work towards?
- 3) What do we deem as the most rewarding aspects of our responsibilities.

Focus The List:

- 1) Remove or combine similar goals.
- 2) Remove goals that cannot be *tested.
- 3) Keep goals that are aligned with the rewarding aspects of the team's responsibilities.
- 4) Repeat the steps 1-3 of this list until your goals focus on 3-5 central goals.

Example: I held a goal setting meeting with a high school football team, in which 4 leaders facilitated. I coached them up over the guiding questions and how to

focus or narrow the goals.

The team came up with 10 total goals in which they were able to combine a few and remove a few to settle on 5 team goals.

Combining Goals: They had one goal to win league and another to make the playoffs. Since winning league gave them an automatic bid into the playoffs, they combined the 2 into "We will win league and make the playoffs."

Removing Goals: One goal they removed was: average 400 yards of offense per game. They removed this goal because yards gained did not align with their rewarding aspects. They discovered their most rewarding aspect of the team's responsibility was to "win games" so, they removed the yardage goal and kept another goal of "we will win 8 games."

Another goal they removed was "to outwork their opponents." This was removed because they had no means of testing their work ethic against their opponents. A winner's mentality should pursue an extreme work ethic, but without a concise way of measuring work ethic, it can be difficult. It can be done, but I recommend putting a goal like this with your action plan, which is detailed below.



When the team contributes to the creation of the target there's implied buy-in. People tend to live up to expectations, especially when they set the expectations.



Quality leaders seek out the assistance of others because they understand the need for a cooperative effort.

Construct An Action Plan:

Do These Every Day To Dominate Your Goals

A Goal without a plan is just a dream - Antoine de Saint-Exupéry. Goals are like digital renderings of a new house, it shows the end product. Action plans are the blueprints that detail the process of achieving goals.

You can conduct this meeting with your team, but I've found it beneficial for the CEO, branch manager or head coach to lead this process. The superior leaders typically have experienced success and understand the tasks, and intensity of the

tasks, that it takes for a team to enhance their performance.

The action plan is simply created by reverse engineering the goal down to daily action items that need to be carried out and at what level of intensity.

Create an action plan for each goal and reinforce these actions to motivate and monitor progress. One key thing to remember, *never reduce the goals, intensify the actions.*

Arming Your Leaders:

I recently worked with a real estate company to guide them in developing their sales associates into leaders. The owners felt the sales team shied away from taking initiative which prohibited them from converting clients into sales.

I helped them conduct a goal setting meeting and guided some of their senior sales associates through the meeting. The team was able to set sales targets and daily activities that they could be excited about.

When I followed up with the broker of the office, he mentioned to me how the sales team showed an increase in taking initiative. He credited the improvement to clear and concise goals. If he saw a member of the sales team avoiding the daily actions, he would approach them with an enthusiastic tone and remind them of the goals.

When the team creates the goal, the actions and goal itself can be used as motivation. The leader simply needs to remind them "Remember, if we hit \$1 Million in commissions this month everyone gets a \$5000 bonus!" Who wouldn't be motivated to hit that target?

Team members that stay consistent with their daily actions will end up being the top performers. And they will lead by example.

Leadership Building Activity No. 3

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Go The Extra Mile: We Can Always Do More

Leaders should NEVER say “that’s not my job.” A genuine leader is above no job...no matter how trivial it may seem. Great leaders seek opportunities to execute the smallest of jobs.

For this activity, you must have completed activity no. 2 labeled “Team Goal Setting Meeting.” So, if you haven’t completed that activity, go do that first! If you have your team goals continue reading.

Having team goals is a great start, but a goal without action is just a dream. So, the next step is to create an action plan with your leaders.

Gather your leaders and project your goals where everyone can see them. Starting with your first goal, begin to brainstorm a list of mandatory actions that need to take place in order to achieve that goal.

Once you have that list of those activities, you need to multiply each activity by 5! The reason for magnification is for altered perception. If you actually knew how to achieve your goals, you probably would’ve hit them already. Since you’re looking to take your team to the next level, you have to intensify your activity beyond your perceived levels.

Repeat this activity for each goal until you have magnified ALL of your activities by 5.



Picture Caption: Followers want to know that the leaders are invested. When a team member sees a leader doing jobs that may be beneath their title, they will be more inclined to follow their lead. If the leader is willing to go the extra mile, then all members of the team will be willing.



Leaders go above and beyond what is demanded of them. Leaders assume all responsibilities tied to their results. To become an elite leader, one must be willing to go the extra mile...with everything.

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A Deeper Dive: Some Examples & Theory

Example 1: Your team goal is to increase the number of clients serviced per month by 20%. Most of your new clients come from sales calls and your sales team averages 100 calls a day. In order to achieve a 20% increase in new clients, your leaders need to be willing to go the extra mile and find a way to make 500 calls a day.

Theory: You can’t take the same action and expect bigger results. If you want a 20% increase you CANNOT only increase activity by 20% because your conversion rate would need to be really high.

Imagine your conversion rate was 10% per 100 calls. You would need to make 300 calls to hit your goal. But what if your conversion rate dropped? You wouldn’t hit your target. But, if you made 500 calls at a conversion rate of 6%, you would increase your number of clients serviced by 30%!

If your team has a desire to hit their goal, the leaders will step up and increase their activity to ensure they don’t fail.

Example 2: Your football team went 2-8 last year and 3 of those losses came after your team was leading at halftime. Your team goal is to win 6 games and make the playoffs.

In order to help win more games they decide they need to be in better physical to maintain peak performance throughout the entire game. Their conditioning consisted of 10 25-yard sprints at the end of practice. Winners go the extra mile, so they should do 50 25-yard sprints.

Theory: You can’t implement the same conditioning regimen and expect to improve your stamina.

50 sprints may sound daunting, but I once had a team run 50 40-yard sprints for conditioning before practice even begun. This team had a strong desire to win and they knew their competition was going to be tough. The leaders acknowledged the need to work harder than their opponents and had no issue with going the extra mile.

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