



**MAKE Sales
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MSGGA'S GUIDE TO LEADERSHIP EXCELLENCE



MSGA's Guide to Leadership Excellence

This guide outlines a transformative leadership framework that prioritizes people over titles and culture over control. At Makes Sales Great Again (MSGA), leadership is about inspiring trust, aligning with purpose, and fostering environments where teams thrive. ***This 5-page guide provides a step-by-step approach to cultivate leadership excellence and teach others to do the same***, ensuring a legacy of leadership that drives sales and transforms businesses for years to come.

Warning: Don't even start reading this unless you're bought in to leading right, serving right and gaining the skills to help others, with a FULL COMMITMENT to learning what you're about to dive in to!

Introduction: The Essence of Leadership

Leadership isn't about the title. It never has been and it never will be. **It's about the people you serve and the leaders you build.** MSGA emphasizes empowering others through service and highlights the power of a culture where everyone feels valued and that's what takes companies to the next level!

You should see leadership as inspiring action, building trust, and uniting teams around a shared purpose while equipping others to lead with an absolute purpose that yields high levels of retention. This guide offers actionable steps to embody these principles and develop future leaders.

Step 1: Start with Purpose


Key Principle: Leadership begins with a clear "**why**" that motivates your team. Leaders must know their people's "**why**" just as well as their own.

- **Action:** Define your organization's purpose and uncover each team member's personal "why."
 - **Real-Life Example:** A coffee shop owner learned that one barista's "why" was to create a welcoming community space, while another's was to one day own their own coffee shop to create the type of life for her children she never had growing up. This gives the leader a clear understanding of what moves their employees. When you know their 'why' and they know you know and care about their "why", you start to align movement with high levels of production because you show you care about the people over the paycheck.
- **How to Implement:**
 - a. Write your organization's purpose in 1-2 sentences. A Mission statement that everyone's bought in to. If they aren't, they're not the right fit.
 - b. Hold one-on-ones to ask: "What drives you in your work?" Document each person's "why" proving you care.
 - c. Align roles and goals to reflect both organizational and individual purposes.
- **How to Teach Others:**
 - a. Train team members to ask their peers about their "why" during collaborations. The more they know one another, the better they work as one.
 - b. Create a workshop where aspiring leaders practice crafting purpose statements for their teams. Building leaders before you need them.
 - c. Encourage leaders-in-training to align tasks with team members' motivations, sharing your example as a model.
- **Why It Matters:** Knowing and aligning with everyone's "why" creates deeper connections and drives performance. Teaching this builds leaders who inspire purpose-driven teams.



Step 2: People Over Titles

Key Principle: Titles don't make leaders...actions do. Great leaders value every team member's contribution, regardless of role or tenure with their company.

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- **Action:** Empower individuals by listening to their ideas and recognizing their efforts.
 - **Real-Life Example:** A warehouse supervisor noticed a new employee suggested a faster packing method but felt ignored. By implementing the idea and crediting him in a team meeting, the supervisor boosted morale, and the team cut packing time by 15%. WIN! WIN!
 - **How to Implement:**
 - a. Schedule regular one-on-ones to understand each person's goals and challenges. Monthly is ideal.
 - b. Create open feedback channels, like anonymous suggestion boxes or team huddles, for all roles.
 - c. Publicly recognize contributions, such as a team member's initiative, in newsletters or meetings in front of their peers.
 - **How to Teach Others:**
 - a. Mentor aspiring leaders to prioritize listening over directing, using role-playing exercises.
 - b. Share stories of how valuing non-titled contributions led to success (e.g., the warehouse example).
 - c. Assign trainees to lead a small project, requiring them to solicit and act on input from all team members.
 - **Why It Matters:** Valuing people creates ownership and unlocks potential. Teaching this creates leaders who empower everyone, which is exactly what most companies miss.

Step 3: Build a Culture of Trust

Key Principle: Culture is everything. A culture of trust and safety fuels innovation and loyalty.

- **Action:** Create an environment where people feel safe to take risks, share ideas, and admit mistakes.
 - **Real-Life Example:** A software team lead encouraged developers to propose cool new features for a new app. When one idea failed in testing, she praised the effort in a team meeting and brainstormed improvements, leading to a feature that increased user retention by 20%. Again... WIN! WIN!

- **How to Implement:**

- a. Model vulnerability: Share a personal mistake and its lessons in a team meeting. Doing this shows you make mistakes too and it's ok when you learn from them. The best way to learn? Get everyone's feedback regardless of how long they've been at your company.
- b. Respond to ideas with curiosity (e.g., "Tell me more") to give them a great sense of psychological safety. It's ok to speak up and you'll listen!
- c. Reward behaviors like collaboration or risk-taking, not just outcomes. Everything doesn't work, but trying is better than not trying always!

- **How to Teach Others:**

- a. Train emerging leaders to practice vulnerability by sharing their own challenges in small groups.
- b. Create a "safe failure" exercise where trainees propose bold ideas and receive constructive feedback.
- c. Pair trainees with mentors who model trust-building, observing how they handle mistakes.

- **Why It Matters:** Trust drives innovation and retention. Teaching this builds leaders who create thriving cultures.

Step 4: Lead Through Service

Key Principle: Leadership is about serving your team, customers, and community, not personal ambition. This has fallen by the way side these dats. When you put others first and truly “SERVE”, you start seeing results you’ve never seen before!

- **Action:** Prioritize your team’s growth and well-being by removing obstacles and supporting development.
 - **Real-Life Example:** A call center manager noticed a rep struggling with difficult customers. He spent 30 minutes weekly role-playing tough scenarios, helping her gain confidence and improve her resolution rate by 25%. THAT is how you serve!
- **How to Implement:**
 - a. Offer regular feedback and training, like weekly coaching sessions.
 - b. Identify and resolve barriers, such as outdated tools or unclear policies.
 - c. Show gratitude daily, like a handwritten note or verbal thanks in meetings. This goes WAY FURTHER than you think. Dare you to try it.
- **How to Teach Others:**
 - a. Guide trainees to identify one team member’s challenge and create a plan to support them.
 - b. Share your service success stories (e.g., the call center example) to inspire action.
 - c. Assign trainees to mentor a junior colleague, tracking progress and discussing outcomes.
- **Why It Matters:** **Service builds loyalty and inspires others to lead. Teaching this creates servant-leaders who uplift teams.**

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Step 5: Inspire Consistent Action

Key Principle: Great leadership turns purpose and culture into reality through disciplined action.

- **Action:** Translate your vision into daily habits and measurable goals that reinforce your culture and purpose.
 - **Real-Life Example:** A gym owner held daily 5-minute team huddles to reinforce their purpose of “building healthier communities.” Staff shared stories of helping clients, leading to a 12% increase in membership renewals. Seems easy right? Then why is it so hard for leaders to find 5 minutes these days? It shouldn’t be. It SHOULD BE the key to growth on all levels.
- **How to Implement:**
 - a. Set clear, purpose-driven expectations (e.g., “create a positive client experience”).
 - b. Track progress with metrics like customer feedback or team engagement scores.
 - c. Seek feedback on your leadership and adjust to stay aligned with your “why.”

- **How to Teach Others:**
 - a. Train aspiring leaders to set one measurable goal tied to their team’s purpose.
 - b. Have them lead a daily huddle, practicing consistency with your gym example as a guide.
 - c. Encourage trainees to seek feedback from their teams, reflecting on it with a mentor.
- **Why It Matters:** Consistency drives lasting impact. Teaching this builds leaders who sustain momentum.

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Conclusion

Building a Legacy of Leadership

At MSGA, leadership excellence means putting people first, knowing their "why," and creating an unbreakable culture of trust.

Titles don't matter.....people do.

Culture isn't just some word..... it's the foundation of success.

By following these steps; starting with purpose, valuing people, building trust, serving others, and inspiring action...you transform teams, leaders and sales.

By teaching others to do the same, you create a legacy of leaders who make organizations great again.

So why wait? You shouldn't.

Implement these 5 steps as quickly and watch the results roll in!



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