

# TOP 20 LEADERSHIP MISTAKES

E-Book

**ActionCOACH**<sup>®</sup>  
BUSINESS COACHING

AL PEOPLE.  
REAL RESULTS.

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## Introduction

Welcome to this e-book on effective leadership in business. We all know that leadership matters greatly when it comes to the growth and success of a company. Not only does your leadership impact the overall progress of the organization, but it also greatly influences the performance of your team.



# Agenda



In this book, I aim to address the top 20 mistakes I often see leaders making in the business world. These mistakes can have significant implications, costing you valuable resources such as time, money, and even talented individuals within your organization.



## The 1st Biggest Leadership Mistake Lack of Vision

Let's jump right in and talk about the number one mistake I see leaders making - not having a vision. It's important to have a clear vision of where we are going, beyond just the day-to-day goals of management. We need to think about the future - where are we going in a year, two years, five years, ten years? What is the vision for our organization?

I always like to think of a vision as a guiding light, a north star, or a lighthouse. It's like having a 100-year goal. For example, our vision at ActionCOACH is to create world abundance through business re-education. You see, a vision is not just about making money, it's about inspiring and motivating people. It should enroll others and give them something to strive for.

Creating a vision doesn't just mean writing a statement. It means consistently having a visionary outlook, thinking about where we are heading each week, each month, and each quarter. If we don't focus on the bigger picture, our attention tends to be on small details. By focusing on the vision, we give our team something to focus on and move towards.



# The 2nd Biggest Leadership Mistake - Ignoring Core Values



Let's talk about the second biggest mistake that leaders make - ignoring core values. Now, the first thing we need to do is define the core values of our organization. Think of it as our culture document. If you need an example, head over to [actioncoach.com](https://www.actioncoach.com) and take a look at our core values or what we call our culture statement. This statement defines who we are.

You see, our vision explains why we do what we do, while our culture statement tells us who we are as we do it. It's crucial for leaders to define who we are and why we do what we do. When our core values are clear, it allows people who join our organization to see an alignment of values and feel a sense of belonging. It helps our customers recognize our core values and want to be a part of what we're doing. Diversity and inclusion cannot happen if our values are not clearly stated to the world. People like to feel like they belong, and knowing that we share similar values allows them to be a part of something meaningful.

## **The 3rd Biggest Leadership Mistake** **- Not Recognizing Achievement**

The third biggest mistake leaders make - not recognizing achievement. It's essential to take the time to say thank you to people and acknowledge their efforts. It doesn't have to be a grand gesture like declaring someone as employee of the month. Instead, a simple text message, note, email, or phone call will do the trick.

Imagine the impact of a message that says, "Hey, I noticed the work you did on the X job. Fantastic job! Thanks for your hard work." Recognizing achievements and expressing our gratitude goes a long way in building a positive and motivated team.





# The 4th Biggest Leadership Mistake - Poor Communication



The fourth biggest mistake leaders make is poor communication, or sometimes, even a complete lack of it. As leaders, we must prioritize learning effective communication skills. It's not something we are born with; it's something we learn.

If you haven't already, take the time to study public speaking, understand human behavior, and learn about effective communication techniques such as Neuro-Linguistic Programming (NLP), Communication Styles (DISC), and behavioral profiling. Don't hesitate to enroll in courses and train yourself in these skills. Remember, the more you communicate with your team, the stronger your company will become.



## **The 5th Biggest Leadership Mistake - Not Developing their Team**

The 5th biggest leadership mistake is the failure to develop your team. We're not talking about team-building activities here. We're talking about investing in the growth and improvement of the individuals within your team. This can involve training programs, coaching sessions, and providing opportunities for your team members to enhance their skills and abilities.

By developing your team, you're not only benefiting them, but you're also helping your company thrive. As you invest in your people, you'll find it easier to lead them. They'll become more accountable and take greater ownership of their roles within the organization. And as they continue to improve, they will also start developing the people around them. It's like a rising tide that lifts all boats. When you train and build up your organization, you become a better leader because your people are performing at their best.



## The 6th Biggest Leadership Mistake Killer for a lot of Leaders

The sixth leadership mistake on our list is favoritism, and we believe this is a real killer for many leaders. In a true teamwork environment, there is no room for favoritism. As a leader, it's your responsibility to ensure fairness and impartiality among your team members. You need to turn a blind eye to any bias or preferential treatment. Your focus should be on building a strong and cohesive team where everyone is treated equally.

Now, of course, you'll need to tailor your coaching and mentoring approaches based on individual differences. Different people have different behavioral profiles and other attributes. If you haven't already, we highly recommend taking a look at our management and leadership training programs, which delve deeper into this topic and can benefit both you and your team.





# The 7th Biggest Leadership Mistake - Not Seeking Input



The next leadership mistake is a failure to seek input. Making decisions blindly, especially if you're an ivory tower leader who hasn't even met some of your team members, can be detrimental to your leadership effectiveness. I remember coaching a gentleman who ran a large construction company, and it had been years since he had visited a job site. I told him, "Dude, you need to get out there and meet your people." To be a great leader, you must spend time among your team members, even if not all the time. Seek input from them regularly.

Ask for input through surveys, different feedback formats, and meetings. There are many ways to gather feedback. The key is to actively seek and consider the perspectives and ideas of your team members.

## **The 8th Biggest Leadership Mistake - Not Leading Change**

Next on the list of mistakes is a failure to lead change. Great leaders don't just adapt to change; they initiate it. Resisting change and clinging to the old ways will hinder your ability to lead effectively. As a leader, you must be flexible and open to new ideas and approaches. Instead of waiting for change to happen, take charge and guide your team through the process of change.





# The 9th Biggest Leadership Mistake - Lack of Accountability



Holding people accountable is a crucial aspect of a leader's role. It's not about micromanaging or constantly checking up on your team members. Rather, it's about ensuring that everyone is fulfilling their responsibilities and achieving the agreed-upon goals. By holding your team members accountable, you create a culture of responsibility and drive results.

As a business coach, I have seen firsthand the power of accountability. When people know that someone will follow up and hold them accountable for their actions, they are more motivated to get things done. This is why business coaching works so well—the accountability factor plays a significant role in driving success.



## The 10th Biggest Leadership Mistake - Lack of Delegation

In this chapter, we will be discussing the importance of delegation and how it can impact the success of an organization. It's not effective leadership to try and do everything on your own. As a leader, it's essential to delegate tasks and responsibilities to others.



By delegating, you allow others to contribute their skills and abilities, bringing out the best in them. As a leader, it's crucial to have think time, where you can reflect and find solutions to challenges. Being too busy and not taking the time to delegate can hinder your ability to think and lead effectively.

Instead, train your team, provide them with a clear system to follow, and then evaluate their progress. Delegation is a key aspect of leadership and should not be overlooked.



## **The 11th Biggest Leadership Mistake** **Ignoring Team Feedback**

As a leader, it can be challenging to accept feedback, especially if it goes against our own ideas or beliefs. However, ignoring feedback from your team is a significant leadership mistake.

When your team provides feedback, it's essential to listen attentively. Even if it's difficult to hear, it's crucial to consider their perspective. If multiple team members provide similar feedback, it's a clear sign that there may be an issue that needs to be addressed.

So, seek input from your team and give their feedback the attention it deserves. By valuing their opinions, you can create a more inclusive and effective working environment.



NOT BAD



GOOD



GOOD



# The 12th Biggest Leadership Mistake - Ignoring Customer Feedback

As a leader in business, it's crucial to understand the needs and desires of your customers. Ignoring customer feedback can have serious consequences for your organization.

Make it a priority to interact with your customers regularly. This can be done through surveys or meetings with franchise partners. By asking the right questions, you can gather valuable insights that will help you make informed decisions.

When you receive customer feedback, it's essential to learn from it rather than ignoring it. Their feedback can provide valuable information that can lead to improvements and innovations within your organization.

## The 13th Biggest Leadership Mistake - Ignoring Market Shifts

Too many leaders fail to keep up with market shifts. It's crucial to recognize and adapt to trends, innovations, and technological advancements. Ignoring market shifts can hinder your organization's success.

It's important to be aware of the direction in which the market is heading, even if you're not always at the forefront. Building a great team around you can help you stay informed and make better decisions. By seeking feedback from your team and staying up to date with market trends, you can position your organization for future success.







# The 14th Biggest Leadership Mistake - Not Breaking Things

In this chapter, we will discuss the importance of embracing change. Many leaders fall into the trap of thinking that if something is not broken, it doesn't need fixing. However, innovation and growth require a willingness to break things and try new approaches.

Don't shy away from experimenting and testing new ideas. Break apart existing structures and systems to find better, more efficient ways of doing things. Continual learning and growth should be a fundamental aspect of leadership.

By embracing change, you can create a culture of innovation and improvement within your organization. Don't be afraid to take risks and challenge the status quo. Embrace change, and you will find opportunities for growth and success.



## **The 15th Biggest Leadership Mistake** **- Focusing on Growth over Profits**

Let's talk about one of the biggest mistakes that business leaders can make: focusing on growth at the expense of profits. This is something that I, myself, have been guilty of in the past. It's tempting to chase after rapid growth and expansion, but sometimes we need to exercise patience and prioritize profitability.

You see, without profitability, all the growth in the world can ultimately lead to the downfall of a company. Bad financial decisions often stem from a lack of data and a failure to understand the financial implications of growth. Prioritizing growth over profits can have dire consequences for many businesses.



That's why it's crucial to make strong financial decisions. If you're not an expert in this area, don't pretend to be. Surround yourself with great financial people who can provide you with the advice and guidance you need to make informed decisions. Don't underestimate the importance of seeking professional expertise when it comes to managing your company's finances.



## **The 16th Biggest Leadership Mistake** **- Overworking Leaders and Employees**

In this chapter, we'll discuss another significant mistake that business leaders often make: overworking themselves and their employees. It's easy to fall into the trap of thinking that working long hours and pushing yourself to the limit is a recipe for success. However, in reality, it can lead to burnout and have negative consequences for not only your well-being but also the well-being of your team.

Overworking yourself can leave you drained and with little energy or effort to take care of yourself, your team, and even your family. It's essential to recognize that maintaining a healthy work-life balance is crucial for long-term success and happiness.

Similarly, overworking your team can have detrimental effects. People need time to relax, recharge, and think creatively. By giving your employees the space and time they need, you're allowing them to perform at their best. Avoid the mistaken belief that your team should work as hard as you do.

Remember, they don't have the same level of ownership and responsibility. Instead, respect their boundaries and the need for adequate rest and downtime.

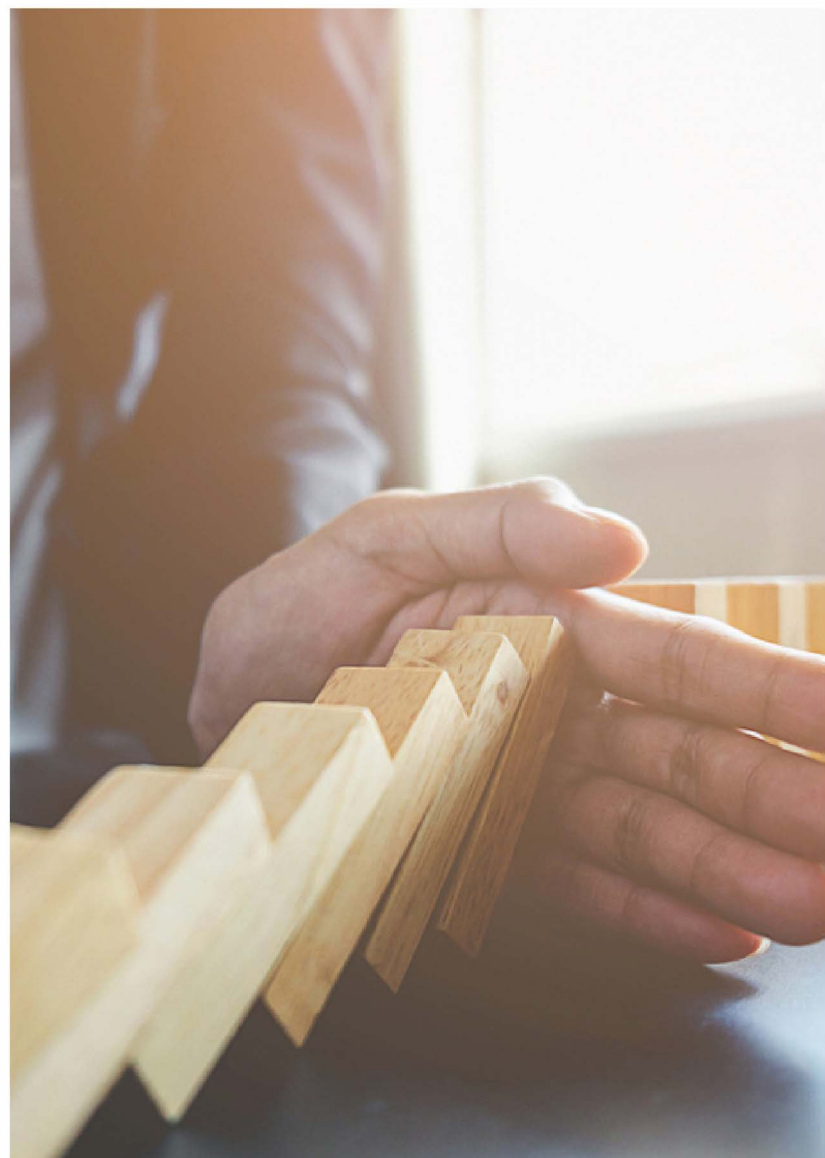
I'll be honest with you. In the early days of my own business journey, I believed that working long hours, including weekends, was the key to success. I wore it as a badge of honor, thinking it would propel me forward. However, I later realized that overworking held me back more than anything. It prevented me from making necessary changes and improvements in my business.

That's not to say that hard work isn't important. It absolutely is. But overworking is the real danger for many business leaders. Finding the right balance between dedication and self-care is fundamental to achieving long-term success.

## **The 17th Biggest Leadership Mistake** **- Lack of Investing in the Future**

When you fail to invest in the future, you'll be forced into change rather than proactively making changes. You'll be backed into a corner and forced to fight your way out. I've seen this happen with some sports teams too. They only perform when they're losing or facing adversity.

But no, you need to take the initiative. You need to invest in the future of your organization, whether it's investing in people, technology, systems, or even your brand and marketing. Looking ahead is a significant aspect of business, and as a leader, having the mindset to invest in the future is extremely important.







# The 18th Biggest Leadership Mistake - Poor Decision Making

Poor decision making. Listen, there have been times when I personally struggled with making decisions. I used to rely on my gut instincts without engaging in any proper analysis. Through training, I realized the importance of taking a step back. I learned to tell people, "Let me ponder on it for 24 hours. Let me gather more information. Let me read up on it."

I understood that making decisions on the spot often came with consequences and sometimes cost me dearly. I had to improve my decision-making skills. Having clear priorities and goals also helped me make better decisions along the way.



## The 19th Biggest Leadership Mistake - Not Understanding Leadership

The not knowing what leadership truly means. So, what exactly is leadership? Well, leadership can be summed up in two words: passion and focus. If you can ignite passion within your team and bring out the best in your people, then congratulations, you possess great leadership skills.

Furthermore, if you can keep your team members focused, you are displaying excellent leadership. It's important not to overwhelm yourself or your team with too many things to do or focus on. True leadership means keeping yourself centered and focused. Remember, passion and focus are key. Ask yourself, are my team members truly passionate about what we're doing? Are our customers passionate about buying from us? Are they strong advocates for our brand? Equally important, are my team members focused on the future? Am I nurturing their focus? These are the qualities of exceptional leadership.





# The 20th Biggest Leadership Mistake - Neglecting Succession Planning

Lastly, the 20th mistake that many business leaders make is failing to plan for the future through succession planning. Succession planning is crucial to ensure the smooth transition of leadership when you are no longer present. It means thinking ahead and identifying who will step into your shoes. Have you thought about who that person might be? Are you actively developing them? For me personally, one of the greatest joys in my role is nurturing the growth of individuals within my company. Whether they become better executives, CEOs, CFOs, or whatever their title may be, watching them flourish brings immense satisfaction.



## Conclusion

In conclusion, being in the business coaching and mentoring industry, I find that helping individuals become great leaders is my ultimate purpose. If you haven't yet partnered with an Action Coach, I strongly encourage you to do so. Give them a call and inquire about our leadership training, management training, and coaching programs. We offer a wide range of resources to support you in growing your business and developing a strong team of individuals.

Thank you for taking the time to read this. I hope you found it enjoyable. Remember to keep visiting for more valuable insights. Subscribe, follow us and stay connected as we continue on this journey of learning and growth.