

MAKING HORSES DRINK

How to Lead and
Succeed in Business

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MAIN IDEA

Everyone knows the cliché which states leading a horse to water is one thing and then making it drink is a different challenge altogether. In a commercial setting, the people who are on your payroll represent the raw “horsepower” of your business – its potential to produce extraordinary results. Realizing that potential and transforming it into tangible results is the central challenge facing all business leaders.

In just the same way as a horse cannot be forced to drink, people cannot be forced to turn in an exceptional performance. If the business leader uses a controlling or directive management style, all that will result is blind obedience, discipline and compliance. Rather, employees need to be inspired. Only then will they get out and find ways to use their personal initiative. Only if they are enthused will they actually collaborate and work together as a team – which is generally what’s required to produce world-class results.

In short, a better management paradigm is needed. The manager’s role is not to crack the whip and force the people in the business to win. That can’t be done. It would be the equivalent of a jockey trying to carry the horse to the finish line in a race. Instead, the motivation to win has to come from within each employee. The manager’s job is inspire the people in the organization individually to reach deep within themselves and produce exceptional results. Or, put differently, great managers produce extraordinary results with ordinary people. This happens when managers awaken the enthusiasm of their people and nurture a thirst for success.

“How do you win that leadership race to achieve business success through the efforts of others? It is a question as old as the urge to achieve itself. Which horses win races – the ones the jockey whips the hardest, or the ones who enjoy running the most?”

– Alex Hiam

10 Business Leadership Tips

1. Commitment	Page 2
The first task facing any rider is to make certain the horse wants to win. In other words, organizations succeed when everyone within them wants to excel. It isn't enough just to have highly motivated managers.	
2. Communication	Page 2
A good horse and rider understand and listen to each other. This is important because often, the horse will know what's best. A wise manager listens to and learns from the horse.	
3. The Leader's Personal Touch	Page 3
How a rider feels and acts has a profound influence on just how well a horse will perform. In similar fashion, how a leader feels is how the organization will feel each day.	
4. Supervision	Page 4
Good riders are active in adjusting what they do to meet the circumstances. Similarly, good managers take an active role in moving with their organizations. They are engaged and immersed in whatever they do.	
5. Innovation	Page 4
Horses like to break their routines and strike out on new trials occasionally. In like manner, good managers create a workplace where people can be curious and come up with new and better ways to delight the customer. They encourage people to have fun because that attitude comes through to customers.	
6. The Workplace	Page 5
The best horses always seem to come from the best stables. Likewise, companies which have an inspiring work environment bring out the absolute best in their people.	
7. Transitions	Page 6
A good rider is careful when the horse is going through major transitions – foaling, raising colts, recovering from sickness, etc. In similar fashion, a good manager recognizes there will be special needs during times of transition for a business.	
8. Encouragement	Page 6
Horses respond well to encouragement and praise – they perform best if they feel like winners. Great employees are the same. They will work hardest when they feel like managers appreciate and are aware of their efforts.	
9. Good Decision Making Skills	Page 7
When horses win races, their riders have invariably chosen the right path. Similarly, good business leaders share decision making. The best decisions come when both managers and employees contribute to them.	
10. Personal Development	Page 8
Winning horses do loads of training today so they can succeed in the future. In similar fashion, successful business leaders know the seeds of tomorrow's success as an organization must be planted and cultivated today.	

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