

The Role of Leadership and Teambuilding

Part 4 *Excellence Wins*, by Horst Schulze

SUMMARY

Leadership is critical to the *Excellence Wins* process. Without leadership your company will never achieve success. Leaders have a clarity of their objective and destination. It is not luck, rather it is striving to achieve the good for all concerned. Leadership in customer service requires vision, purpose and commitment.

My point is leaders are dreamers. They set their sights on worthwhile goals that will be good not only for themselves, but also for their families, their colleagues, their employees, their customers, their investors, and society at large. If they aspire only to a chase after personal fame and fortune life will probably knock them down. But if they set out to make a specific contribution to the world they can go far.

— Horst Schulze

NOTES FROM THE VIDEO

Leadership is Critical

The role of leaders is to cast vision, apply the processes to this vision and then help the people focus on how they will get there. Too often this is where things break down in an organization. Leaders should not be making excuses — they must have good intentions for everyone. They should never compromise. As an example, Horst shared about how he held his orientation. He asked, “Where do you want to be one year from now?” and found most of the time the people said, “In six months we want to be the best!!” This is the kind of confidence Leaders should inspire.

Leaders help their employees connect the work to the vision. A leader does not control or force. When people have a breakdown in focus it is often due to a manager who is focusing on excuses, the numbers, or the tactical details rather than the vision — and this creates compromise.

Horst’s view is that there is a different thinking between leaders and managers.

Great Leaders: Perspective, vision drives toward it. Finds answers and solutions

Typical Managers: Excuses, no vision, little relationship.

From *Excellence Wins*

1. It starts at the top with understanding the vision:
2. What is the vision of the organization? What does it expect of me?
3. Next comes making a conscious decision to achieve that vision.
4. But you don't keep this a secret inside yourself, you clearly communicate with everyone on your team.
5. It's time to get to work executing the plan, figuring out the actionable steps that line with the vision, and not allowing yourself to get sidetracked by other distractions.
6. You must maintain focus at all times. No excuses for rationalizations.
7. Finally comes energizing employees to join you in your persistent drive toward excellence.

As you see your vision come into reality, it would be worth every ounce of effort you put forth. You've made yourself into a leader, and your leadership is paying off.

Building teams

What is a team? A team is a group of people who are focused on a common objective that is achieving a greater good. Work together to meet the needs of the customer. This is both external and internal. Eliminate the silos. Get people to communicate clearly. People build one another up – this is building a culture. Employees are the heart of the house.

SCRIPTURES TO CONSIDER

Each man's work will become evident; for the day will show it because it is to be revealed with fire, and the fire itself will test the quality of each man's work.

– ***I Corinthians 3:13***

Two are better than one because they have a good return for their labor. For if either of them falls, the one will lift up his companion.

– ***Ecclesiastes 4:9***

QUESTIONS FOR TABLE DISCUSSION

1. What stands out to you the most regarding Horst's picture of leadership?
2. How can your leadership have influence in building a culture of excellence?
3. Why is building a team important to building a culture of excellence?
4. What stands out to you in the truth of God's verses above?

A Few Notes about Bruce Witt

Bruce Witt is the Iron Forums facilitator for Cobb County. He is also the President of Leadership Revolution, where for nearly a dozen years he has offered personalized coaching and leadership roundtables to key executives to help them with professional and personal growth. Bruce was key in connecting Iron



Forums with Horst Schulze, and also in developing this content module. If you would like to speak with Bruce, you can contact him at bwitt@ironforums.org.

A Few Notes about “Excellence Wins” by Horst Schulze

The content for this exclusive interview Horst Schulze did for Iron Forums is based on his book, *Excellence Wins*. Horst shares more details of his visionary and disruptive principles that have produced global successes over the course of his career with Ritz-Carlton Hotel Co. This review from Zondervan Publishing says it well: “If you're searching for the blueprint to beating the competition and out-performing everyone around you, look no further than *Excellence Wins*. Schulze pulls no punches as a masterful guide to becoming the very best in a world of routine compromise.”