



# 10 Reasons

Your Leadership Style Is  
Losing You Money

(And You Don't Even Know It)



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Every entrepreneur and business leader goes through it: you just don't know what you don't know, and if you don't recognize the clues your business is giving you, you'll be leaving money on the table in the short term, and losing it big time in the long term.

If you notice ANY of these tell-tale clues in your business, take a good look at your leadership style and approach and fix that first. You'll be able to quickly plug revenue leaks... and your team and your future business will thank you.

(Don't worry though – the fact that you're reading this message means that you've caught it in time and you can do something about it.)

## **CLUE: You find the 'people stuff' to be REALLY hard work.**

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You might feel that you're not leading your business but rather are pushing it from behind or even dragging it.

The people side seems to take SO much time and energy that it's frustrating.

You may even worry sometimes that you'll never be able to step away from the business. This thought is a nightmare because you became an entrepreneur to enjoy the work and lifestyle you deserve, not to manage "people problems."

### **Cost:**

\$20,000- \$50,000+ per year, depending on team size, in lost productivity. High personal cost in terms of frustration.

### **Leadership Cause:**

You don't fully understand the team dynamics of a growing business.

Human beings work in predictable ways. Understanding this fact is the difference between being an admired leader of a successful business or the antagonistic boss no one wants to work for.

### **Solution:**

Increase leadership skills and management capability, not just yourself, but for ALL the leaders in your business.

**CLUE: You feel frustrated that your business isn't moving fast enough.**

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The timelines you had in mind are simply not playing out. EVERYTHING takes longer than you thought it would, and you're hitting more roadblocks than you ever thought you'd encounter.

**Cost:**

\$50,000+ per year depending on business size and type, in lost time and avoidable problem-solving. High person cost in terms of stress.

**Leadership Cause:**

Lack of strategic thinking, analysis and planning.

Most scale-up entrepreneurs find themselves here at some point, which signals two key points: oversights in strategic thinking and revenue leaks. These key points become an issue because of inefficiencies and a lack of scenario planning in terms of your business' structure, people, processes and culture.

**Solution:**

Carry out a no holds barred audit to find out exactly what the priority areas for attention are.

**CLUE: Your team is focused on daily to-do lists rather than business results.**

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Although your people are getting through their work, they are doing it with no sense of purpose or direction in regards to how their activities feed into overall business operations. They perform their day to day tasks, but they aren't clear on exactly what they are being measured on (if anything) or why.

**Cost:**

\$50,000 - \$100,000+ per year, depending on business size and type in lost productivity.

**Leadership Cause:**

You're not managing team performance or setting clear enough goals or the goals you set are focused around what your employees do instead of what they're responsible for delivering.

Your team is checking boxes, but not driving toward business results.

**Solution:**

Develop a clear culture of driving toward business results and a strong team/individual performance measurement system.

## **CLUE: You hire and fire on a regular basis.**

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You've got some good team members, but others seem to come and go. People who are great at interviewing just don't deliver on the job, leaving the rest of the team and you to pick up the pieces and go through the whole hiring process again.

### **Cost:**

\$30,000+ per employee fired in lost productivity, damage limitation and hiring costs.

### **Leadership Cause:**

You haven't figured out your hiring and onboarding strategy and process yet. This problem is going to keep on happening until you do.

### **Solution:**

Set up a strong, repeatable hiring and onboarding process, and learn the skills involved in holding a great interview.

**CLUE: You can't pass tasks on to your team to action.**

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You know you're meant to delegate as a leader, but it's quicker and easier to do it yourself. Or, it could be that when you ask one of your team to do something they come back with something way too far removed from what you were expecting.

**Cost:**

\$50,000 - \$100,000+ per year, depending on business size, in lost productivity. High personal cost in terms of stress levels and burnout.

**Leadership Cause:**

You can't let go and need to learn to delegate effectively. Delegating properly is NOT something that comes instinctively or naturally. It's something that needs to be learned. It needs a mindset shift as well as learning specific skills.

**Solution:**

Learn the mindset shifts and skill set required to delegate well, and get it right the first time.

## **CLUE: You have to cross-check everything.**

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At the back of your mind, you secretly know that you're probably holding the process up. But, you have so much high-priority work on your desk. Maybe you jokingly refer to yourself as a control freak, maybe your business is your baby and you want to make sure everything is being delivered to your own high standards.

As the leader, ultimately, the buck stops with you. So, you need to make sure that you sign off on everything before it leaves the building, right? Wrong.

### **Cost:**

\$100,000+ long-term in lost productivity, delayed business growth and resulting in brand damage. High personal cost in terms of workload and stress.

### **Leadership Cause:**

You're still in a solo-preneur mindset.

This mindset is the biggest single behavioral blocker to your business growth. Your business will now only grow as fast as you can work, and unless you break this mindset and behavior pattern, you'll be the bottleneck in your business growth.

### **Solution:**

Learn to let go, move from an entrepreneur to a business leader mindset and start building a culture of trust.



**CLUE: Your team doesn't put forward ideas – it's always up to you to come up with them.**

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Sometimes you get frustrated that your team doesn't seem to come up with their own ideas unless you force them to.

When they DO have ideas, they often aren't good enough, so you move forward with your own.

**Cost:**

Potentially \$1 million long-term in lost innovation, process improvement, oversights and uncorrected errors. High personal cost in the inability to step away from the business.

**Leadership Cause:**

As a serious go-getter who started your business from scratch or grew it from nothing to where it is today, you've had to be pretty self-sufficient when it comes to generating new ideas to drive your business forward.

But that's not the case now. Either by accident or by choice, you're not encouraging your team to come up with ideas.

This practice might work for you in the short term if you're an 'ideas person', but in the long term, you're missing out on innovation, ideas, systems and process improvement, product development...everything.

**Solution:**

Explain strategy purpose and business direction clearly, and build a culture where ideas are welcomed, actioned where appropriate and rewarded.

## **CLUE: The same problems and issues keep cropping up.**

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It's like the film Groundhog Day. It just keeps happening over and over again, and each time you think you fixed it, it comes back... whether it is cashflow issues, systems, sales or whatever.

It almost doesn't matter what 'it' is, if this issue is happening anywhere in your business, the same reason is at its core.

### **Cost:**

\$10,000 - \$50,000+ recurring for as long as the root cause isn't addressed.

### **Leadership Cause:**

You're using a Band-aid when you need surgery.

You're fixing the immediate problem you see in front of you, but the root cause is much deeper, at a hidden, systemic level within your business. It's like digging up weeds: if you don't root them out, they keep coming back.

### **Solution:**

Take a deeper, more systemic and long-term approach to problem-solving.

**CLUE: Your team is getting a bit too comfortable where they are.**

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You want to grow, seriously scale up and move your team forward, but your team seems to be comfortable where they are. When you talk about making serious moves with the business, they seem to come up with reasons not to.

**Cost:**

\$50,000+ annually (and increasing) depending on the business size in lost opportunity and delay to growth.

**Leadership Cause:**

Growth means change, which you might not know how to plan for and put into action.

Human beings are notoriously bad at change, and there's a specific way to move forward and take everyone with you...

**Solution:**

Develop, communicate and action a robust growth strategy, including best practice around change management.

## **CLUE: You're spending a LOT on consultants and coaches.**

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Every business needs external support at some point in its growth journey, but you feel frustrated that you've invested a LOT of money on coaches and consultants and still not where you want to be in terms of your business' growth.

### **Cost:**

\$20,000 - \$100,000+ in fees, depending on the consultant or coach.

### **Leadership Cause:**

Secretly, you're looking for someone to come in and solve your problems.

You may even be worried that you're not good enough to take your business to the next level or afraid of the humiliation if it doesn't work out. Cut it up however you want, there's a bit of impostor syndrome going on here.

### **Solution:**

Be CRYSTAL clear about the results you want from your coach or consultant. Choose one based on experience, track record and client results rather than the marketing message. Choose a coach or consultant who will work on YOU as a leader as well as on your business.

## And so...

Friends, first of all, the fact that you've read this far shows that you care about your business, your team and your impact as a leader: something that I admire.

If you saw yourself ANYWHERE here, know these two points:

- Not addressing an issue early on in your business is storing up bigger, uglier problems later on.
- All of it is fixable.

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### For more information:

Contact us today

