



Building Momentum

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Momentum is a key asset to any leader. It provides additional credibility, it drives acceleration of results, and brings to the leader additional credibility. Momentum creates increases in enthusiasm, dedication, and productivity to any team. Momentum is the 'turbocharger' in the leaders toolkit. Excellent leaders strive to create and maintain momentum in all areas. Leaders rely on momentum to get to the goal line.

Bias for Action. Building Momentum.

- Leadership has a bias for action, not words. Effective leadership does not over promise results out of fear. Leaders are slow to speak and quick to act. Leaders carefully measure their words. Overpromising and under delivering is a leadership disaster.
- Leadership attitude in positive environments pushes people to achieve great things. Consistent accomplishment generates momentum. Momentum then becomes the difference between winning and losing, between a positive growth-oriented environment and a negative demoralizing atmosphere.
- Leadership jumps right in to the problem. It is not enough to be appointed into a position of leadership. One must also take charge, assess, prioritize, and start leading.
- "Sacred cows make the best hamburger." Anything that is an obstacle to performance and achievement of the goal must be considered open to evaluation and action. Find it, evaluate it, change it, or eliminate it.
- Leaders have an innate 'bias for action'. That is, a sense of urgency around the vision, values, goals, and business.
- Leaders perform to achieve results, not recognition. Managers work for recognition.
- Leaders have strong personal energy they devote to starting and leading projects. They also have a strong sense of dedication to see the project to completion.
- Leaders create early wins and victories to establish progress and momentum. People need to think of themselves as winners. Celebration is a key element to momentum.
- Leaders seek to identify and capitalize on actions that result in substantial improvement with minimum effort. Leaders want the biggest return on investment.

Momentum is a key tool to effective leadership.

Momentum drives energy, productivity, and results.

Momentum adds credibility to the leader.

Momentum shows success.

Leadership Series.

The Afterburner Group recognizes the need for quick, actionable information regarding leadership in marketing, sales, customers, and products. As such, we have put together a series of papers for use within your project, organization, or company.

Lead like never before.™