
Add Value to Your Association's Membership By Leveraging Randy Goruk's Leadership Tips

Leadership Development Expert and Employee Engagement Specialist, Randy Goruk has been writing a weekly 'Leadership Tip' since 2011. He distributes his tips by email to those who register to receive it. He is now making his 'thought provoking and practical' Leadership Tips available to Associations to share with their members as a 'value-added' service.

Leveraging his 'real experience' Randy has created 29 – categories of Leadership Tips; ranging from Accountability to Work-Life Balance. The tips are typically 250 to 450 words in length and focus on providing all levels of leaders with what to do, how to do it and why it's necessary. Properly implemented, they elevate individual and team performance.



Delivering practical insight into today's business challenges, Randy promises **Real Experience—Real Results** in ways that never disappoint.

To learn more how you can **private label his tips under your brand** and add even more value to your members membership, contact Randy Goruk today.

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Sample of Leadership Tip



Randy Goruk's Leadership Tip of the Week

*For Elevating Individual
and Team Performance*

©Randy Goruk Leadership Coach / Author / Speaker



Leaders Must Seek Meaningful Change

It's commonly understood that effective leaders seek change. But they don't seek change for its own sake; they seek opportunities to make real change that will meaningfully affect the organization.

What kinds of change? Lowering costs, increasing efficiency, and improving productivity are the usual drivers behind their change decisions.

But in my experience, most leaders don't initiate enough change. Do you?

Leadership Tip

What change(s) do you need to make in your area of accountability? Start by thinking deeply about what you did change, what you did not change, and what you should have changed.

To get started, ask yourself this question:

*Within the next 6 months, what are the top 3 changes I need to make in _____ (A) _____
that will position us for _____ (B) _____?*

(A) could be anything relevant in your business: safety, staffing, management team, training, policy, pricing, marketing, branding, productivity, product development-you get it.

(B) could include growth, increased profitability, market share dominance, and so on.

Hint: Start with (B). If you know what you want to achieve, you'll better know what changes to make.

If you aren't into making changes, let me remind you of what General Eric Shinseki, Retired U. S. Army Chief of Staff, said: "If you don't like change, you're going to like irrelevance even less."

Enjoy your leadership journey!

Randy

Sample of Leadership Tip Branded by Client

NextGen Star Tips is a partnership of LBM Advantage, Inc. and Randy Goruk's LeadersEdge360.com publication. This email is being provided to the Advantage membership for a limited time.



Star Tips

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Are Your Company Policies Costing You?

When was the last time you looked at the practicality and appropriateness of your company's policies and procedures?

It's possible you're working with outdated policies that are costing you customers or marginal dollars. A few lingering ones might be negatively affecting morale and employee engagement.



Evaluate the practicality and appropriateness of your company policies.

You may think you have better things to do than review all your policies and procedures. But let me suggest a foolproof approach that will save time, too.

Ask several people in your company this question: "If it were entirely up to you, what one policy or procedure would you get rid of or improve upon to make this a better place to work or be better for our customers?"

You may be surprised with the responses. And you'll gain a number of clues on how to revise or delete the policies appropriately. Then just do it!

Enjoy your leadership journey!

As a leadership development expert and employee engagement specialist, Randy Goruk helps managers become better leaders who achieve higher levels of employee engagement and business growth.

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Testimonials



Randy Goruk

"I find myself surprised that I'm writing this email to you, because typically when I go through my slew of emails every morning and they're from all kinds of organizations pitching all kinds of things, I just delete, delete, delete. But when I see one from you, I always take the time to read it, because they always have very meaningful information – not just a bunch of 'fluff'

Please keep your great 'Leadership Tip of the Week' coming!"

SC - Program Manager, Care Fusion

"Randy, Thanks for the tips. They are quick reads and provoke thought."

TS - Mgr. Product Development - Simpson Strong-Tie

Of the many business and leadership messages I receive on a regular basis, I can honestly say yours is the only one that always has value and relevance. Your messages are short and to the point – you have done a great job of digesting your experiences and sharing important challenging messages to me in a simple manner every week. I am thankful to have seen you in person years ago. Keep it up!

MH - David Allen Company

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