



GCI Leadership Level 1 Certification Course: 10 Keys to Leadership KEY 7: Serve



Leadership is about 1 thing: serving. Having a power position is not necessarily leadership. The word leadership itself implies that you are leading others in a direction that is positive for all involved. So what is the purpose of leading? It is to serve others and inspire them to do the same. How can we, as martial arts school owners and instructor serve other? Here are 4 areas that are key for us to serve others:

1. Listen to your students
2. Ask parents
3. Raise awareness about issues
4. Volunteer

#1: Listen to your students:

We all get that 7 year old little green belt dude that comes up to you as you are about to start teaching a class to tell you all about their day at school. Usually, we look at them, give them a high 5 and say something like, "Max that sounds like a cool story, but I need to start class. Tell me next time you are in." We aren't mean to them, but imagine the impact of having someone else warm up the class and really listening to "Max". How valued would he feel? How powerful is that to his mom who watches you take the time to listen to him tell you all about how he was a superhero at school until he fell off of the monkey bars? How is listening to your students serving them? Easy, it meets at least 5 of the 9 fundamental human needs which are:

- Subsistence
- Protection
- Affection
- Understanding
- Participation
- Leisure
- Creation
- Identity
- Freedom

When we listen, it gives them value which bolsters their creativity and makes them feel safe around you (protection). It also shows that you care (affection) which adds to how they feel about themselves (Identity).

ACTION STEPS:

1. Be ready to stop and listen to your students of all ages before and after class.
2. Be conscious of your boundaries as not to become a therapist to your students.
3. Encourage other instructors to do the same.

#2: Ask parents:

This, like many things, is easier said than done. We get so in "the zone" in our jobs that we forget to stop and find out if I'm even on track. We need to know what parents think about the job we are doing and also find out if there are any areas where we need to improve. Many people in our industry would read this and say, "It's my studio and I will run it the way I want to run it." This section is not

for those school owners. This section is for the school owner who is confident in what he or she is doing everyday, but humble enough to know that they can always improve.

AWESOME CALLS: Awesome calls are an easy and fairly painless way to find out if you are serving your students. They are the opposite of we miss you phone calls. If done right, it could possibly replace we miss you phone calls. An awesome call has 3 parts.

1. Tell the parent how well the student is doing and that you can really see progress
 2. Ask the parent what their goal is for the child
 3. Ask the parent for input on an area where they think that the academy could improve
- From there you find out when the student will be back in class and you thank them. Painless... Easy... But if we don't do it, that student will eventually be on your we miss you call list. A great way to start is with your A Students. This will give you a confidence boost as most of them will all be positive in their responses. From there, call your B students, then your C, and so on.

ACTION STEPS:

1. Decide on a 1 day of the week that you will make it a priority to connect with parents in your lobby.
1. Decide on a 1 day of the week that you will do 5-10 awesome calls to students/parents
2. Be approachable!

#3: Raise Awareness About Issues:

The next 2 points will be brief. It is important to stand for something. You can choose bullying, nutrition, the needy, personal protection, etc. Then make an effort to be about that topic. Of course, you can raise awareness about a number of issues, but it helps to have one as your rock! This will not only show that you aren't just in this to make a buck. Instead, it will show that you are in this to make a difference. Follow the simple steps below.

ACTION STEPS:

1. Decide on the issue that you are most passionate about.
2. Do some light research on the subject.
3. Then regularly post and blog about that issue.

#4: Volunteer:

I know what you are thinking, "I don't have time for one more thing." Too bad. Make time. You don't want to get to the end of your life and wish you had given more or helped others more. I promise that you won't say, "I wish I had sat at home and been lazy more than I did." Have a family? Make it a family thing where you volunteer at a mission or a shelter. You could volunteer at your local church on a weekly or even monthly basis. I expanded more as a leader when I started leading in the high school ministry of our church. I had a group of guys that I made time to meet with and mentor. In that, I grew as well. You and I will never have "more time", so we have a responsibility to do more things that matter with the time we do have!

ACTION STEPS:

1. Volunteer for something that is coming up in the next 30 days.
2. Search out a volunteer opportunity that you can do on a regular basis.
3. Then, stay with it!

Please contact me with any questions or comments: MM@ULMAHQ.COM