

CREATING ENGAGING AND LASTING MOVEMENTS

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Leaders create movements. This requires bold vision-casting, strategic talent-tapping, and intentional endurance.

Movements are centered around courageous leaders sharing compelling visions that others support and champion to reality. Visions require us to stride confidently forward, taking long, intentional and purposeful steps in one direction, until we experience what we once could only imagine.

Three steps for creating the next movement on your team and/or in your organization:

1. Fearlessly and boldly share your vision (and keep repeating it). Leaders must be unapologetic in what they're calling people to invest in and sacrifice for. There's no sense in calling people to something that doesn't feel "worth it". If the vision is worth following, it's bigger than you and will require something from many. Your 100% belief is required, as others will feed directly from this source.

It takes a lot to get people's attention, and even more to hold it. Your vision must captivate others emotionally and logically. Even more importantly, your unmistakable passion and unwavering conviction will secure a long-lasting commitment from others. People are always looking to the leader to set the collective temperature, energy, and healthy perspective.

When part of a movement, do people buy into the vision or do they buy into the leader? *BOTH*.

2. Identify early adopters and create places for them to play. This is a leadership action step, not a reactionary response. The strategic selection of influencers who can carry the vision into the organization and spread it with relational emphasis has a multiplication effect that is undeniable.

It's important for key early adopters to have true influence, not just a title or position that indicate it. Sometimes it's necessary to extend personal invitations and request specific investment that will speak to others. Get comfortable with this – there are people in your circle who love to be your first followers and are waiting for your personal invitation.

Creating unique places to play in the vision, as well as utilizing the talents and gifts of others well, are great ways to honor those you lead. They are also wise uses of your influence and will be catalytic necessities.

3. Press repeat – repeat – repeat...as you share vision stories. Just when you become weary of it, wanting to shift gears and move to the next thing, is when everyone else starts to tune-in and get on board. Consistency and endurance win the race. This is where the combustion begins, multiplication happens, and growth becomes difficult to contain.

The stories you purposefully share will be the fuel needed to keep the vision going. As natural defenders of vision, stories are the evidence that prevent destructive vision "leaks".

Things to talk about:

- Who's being positively impacted?
- What are the most meaningful outcomes?
- Who's nurturing the vision?
- Who's dealing best with the changes involved and helping others navigate them?
- Who's staying the course with it amidst difficulty?

It's important to manage emotions well throughout this process. When you're completely sold yourself, it's easy to get frustrated with those who don't jump on board. Many carriers within movements are those who arrive at the "vision party" late – new hires, new members, those who only know this vision to be the "normal" in your organization.

Don't allow yourself to get so caught up in potential negative emotions about who is choosing not to jump on board now or yet, to miss those who actually are.

Remember, whatever you focus on GROWS.

Movements, by their very nature, are organic, fluid, and take on their own identity. As soon as you can keep your thumb on it or the people involved with it, it's no longer a movement. This is a great opportunity to release control and trust others to do their part.

Championing you and your leadership!