

OPERATIONALIZING YOUR VALUES

By Amie Gamboian, Executive Leadership Coach

Leading from values is central to leadership dialogue. When we effectively operationalize our values it significantly affects the impact we create on the other side of us. It's so easy to miss the mark here, to compromise, justify, make excuses, fail in accountability, and to have the best-laid intentions, but lack the corresponding action.

Knowing these guiding principles, but failing to live and lead from them alters your "say/do ratio". The essential say/do ratio is the very anchor of trust. When the ratio is high, others trust and follow. When it's low, they doubt and disengage.

In our increasingly cynical world, mastering the values walk is central to leadership success. We trust leaders who behave consistently with what they espouse, and equally so, doubt those who do not. Internally we're always gauging other leaders on their say/do ratio, as others are gauging ours.

We don't have to look far to see that leadership and organizations which fail to master the say/do ratio are those that most frequently fall, often painfully and publicly. Consequently, no leader or organization gets a "pass" on leading from values.

Having a low say/do ratio leads to difficulty in many areas like sustaining engaged followers, building an honoring culture, creating unity around vision, and reaching meaningful goals.

The greater the internal alignment both individually and collectively, the sounder the authenticity and higher the aptitude to lead. So it goes with this element of inner integrity.

What we do speaks so loudly people can't hear what we say. It doesn't matter if we say our core value is showing appreciation if we repeatedly fail to do so. It's pointless for us to claim honesty as a central value if we're continuously bending the truth and spinning the story. What good does it do to assert the importance of collaboration but never give merit to input and ideas from others?

When it comes to values, there's no doubt that authenticity matters, consistency counts, and continuity impacts. The values you lead from are the values that most accurately reflect who you really are, and ultimately, most influence others.

Leading from values creates an excellent opportunity to maximize impact and influence where they matter most.....on the other side of you.