

# **The Seven Secrets of Exceptional Leadership**

**Doug Bear**  
Public Communications Manager  
Kitsap County, Washington

**We all need leaders.**

**"Give them a light and they'll  
follow it anywhere!"**



**Truly **listen** to people.**

- Prepare to listen
- Know non-verbal communication
- Remember the 93/7 ratio
- Give them their moment
- Learn your peaks
- Use the 7 gets

A blue graphic with a white text box containing the title and a bulleted list of listening tips.



**Escape** the ivory tower.

- Ask them to explain what they do
- Answer the phones
- Observe the obstacles
- Engage the customer



**Lead through **action**.**

- Avoid paralysis by analysis
- Actively communicate
- Share goals and primary focus points
- Do the things with greatest impact
- Manage change
- Analyze the action you take



**Develop**

Lead by **developing** others.

- Share the vision
- Look for their personal excellence
- Teach analytical skills
  - What had been planned?
  - What actually happened?
  - Why did it happen?
  - What should happen next time?
- Build bench strength



**Empower**

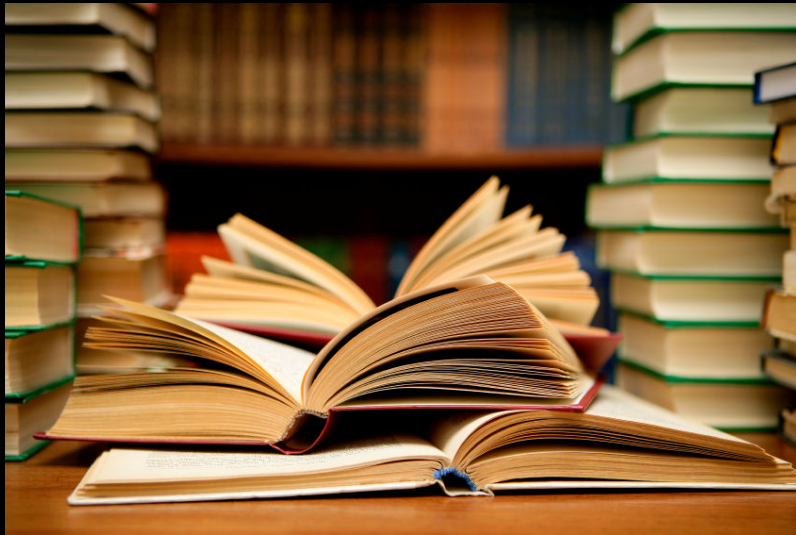
**Learn to empower others.**

- Delegate mission and task
- Include others in decisions
- Learn from their close proximity
- Encourage time management
- Remember that silence is golden



**Respect** each as individual.

- Recognize employees as people
- Use their names
- Be fully present in the now
- Say hello
- Learn their external motivators
- Balance life and work issues
- Give genuine recognition and praise



## **Study**

### **Study to be a life learner.**

- Read
- Attend conferences and training
- Join professional organizations
- Serve others
- Keep a journal
- Understand communication styles
- Be analytical with success and failure



**I'd like to hear from **you.****

**Douglas E. Bear**  
**Public Communications Manager**  
**Kitsap County, WA**  
dbear@co.kitsap.wa.us  
360-337-4598