

Sideline Management Skills: Leadership

Leadership matters for setting direction of your Sideline business and being nimble to change. In the absence of clear leadership, any business big or small will eventually fail. Now its time to test your knowledge and skill at Leadership, as applied to 2 Leadership Case Incidents.

TEST YOURSELF

[For definitions of each of these 8 attributes see the Studio Section description of the Skills]

8 Sideline Leadership Skill Attributes:

- 1 Be clear and agreed with helpers & Customers about What Outcomes matter most
- 2 Give customers and helpers opportunities to be heard, assurance they are heard
- 3 Encourage customers and helpers to share ideas for Sideline improvement
- 4 Seek diverse sources of guidance like using an informal "Board of Directors"
- 5 Recognize you get respect from others not by expecting but inspecting results
- 6 Use the 80-20 rule when pursuing results
- 7 Understand that management involves producing results with/through others
- 8 Be bendable but not breakable in setting a direction for your sideline

Directions: 2 Leadership Incidents [select best skill]

From the above list of 8 Sideline leadership skill attributes, identify the skill that appears to best address the Incident, and write a brief explanation about why you preferred the alternative you chose. Please do submit your answer to the Forum for anonymous community discussion. If you need to review the skill options before responding, click on **Sideline Skills in the Studio**

Leadership Incident #1: I'm a junior in high school and can't believe the Sideline I've started: helping Booster Clubs raise money legally for teams. In my state it's illegal for public schools to charge "required participation fees" for any extra-curricular activities. For years, the 120 or so booster clubs in our school district have illegally charged fees but can no longer get away with it. They are desperate for tips on how to legally raise funds as optional donations. I've started consulting with 4 area booster clubs who give me a small percentage of their raised money so they don't have to pay me up front. It works. But the 4 clubs are now telling me I can't offer similar money raising ideas to any of the other 30 booster clubs at their high school. This is crazy. Because I'm only 17 its easy to talk over me at meetings. I've helped them start a really good thing but they're showing a complete lack of leadership in allowing me to help other club programs raise money with similar strategies.

Which one of the 8 Sideline Leadership attributes do you pick, and why?

Ans. #1 Be clear and agreed about desired outcomes. In this case the Booster Clubs are presuming they have exclusive ownership of any ideas you help them generate, which was never something you intended to agree – so meet again and make clear what you intend to do for the school, not just one program, and then seek their agreement. You need both. Also #4 Seek Diverse Sources of Guidance – since this issue is going in the wrong direction, talk in private with folks not associated with the booster club officers that might have insights about how to best present the idea that more than one booster club can use the same idea without denying this revenue possibility for the initial client.

Leadership Incident #2: I’m a college senior majoring in English. A friend of a friend asked me a few months ago to help their junior in high school sidestep all the fuss about SAT test preparation, by mentoring this teenager to become a more proficient and powerful writer. I thought it was a great idea since research on the value and validity of the SAT is so suspect. For \$200/month/student I can help them become more capable and confident writers, and even readers, that will assuredly help them be more prepared for college, and just might help raise their stupid SAT score since the most heavily weighted parts including writing. My concern is leadership – I’m not a parent, and haven’t spent that much time around kids. The parents are lined up to use my services but I feel like a criminal taking their money when I’m building this program by the seat of my pants.

Which one of the 8 Sideline Leadership Attributes do you pick, and why?

Ans #8 Be bendable but not breakable in setting a direction. This is your good idea and even though its evolving as you engage students, that’s ok. Sometimes works in progress, that can be adjusted and tweaked, produce better results than pre-cooked and inflexible ideas. Also #7 and #5 combined. Producing visible results is going to be important for parents and students in this new and different program, especially since they will be talking with other people who are doing the SAT route, but might

change and come your direction. You will gain their respect by providing periodic results or sample works that they can inspect, rather than just expect.