



# Focus

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## Winning Others Over

### **woo** (verb)

1. Seek someone's favor
2. Make amorous advances
3. Court, seek, cultivate

### **WOO** (acronym) – Winning Others Over

Managers work with processes; leaders work with people.

Whether wooing or WOOing, you are seeking to influence another person, and leadership is about influence, not control. The old “win hearts and minds” saying is not just wise, but has the sequence correct. First connect with a person's emotions, then get into the logic and details.

Returning to wooing, for example, winning a young lady's affections based on the income tax benefits of legally-sanctioned cohabitation is a really bad plan.

Leaders win others over with consistent behavior that exhibits character, vision, pathfinding, and confidence. When a leader's identity and actions are consistent, the results he gets are consistent. When they are inconsistent, so are the results.

What I Am

What I do

Results

### **Examples**

Character-driven

Do the right thing

Credibility

Visionary

Set goals that inspire people

Motivated followers

Pathfinding

Show the way

Coordinated efforts

Confident

Make decisions promptly and fairly

People feel safe

Good leaders also develop people. When you help someone improve their individual capacity, you

GOOD LEADERS ALSO DEVELOP PEOPLE. WHEN YOU HELP SOMEONE IMPROVE THEIR INDIVIDUAL CAPACITY, YOU EARN RESPECT AND LOYALTY. THREE SIMPLE AND EFFECTIVE DEVELOPMENT TIPS FOLLOW.

1. Build people up by encouragement
2. Give people credit by acknowledgement
3. Give people recognition by gratitude

Finally, a leader can win others over by providing support through "other voices." The other voice is often the leader's, but the leader can also encourage others to add their voices to the first person's voice. Consider the following.

- Can I repeat something you've said, adding another voice?
- Can I say something you cannot, adding a needed voice?
- Can I say something you haven't, providing the first voice?

Now: Ready, Aim, Woo!

*Tom Wagner*

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