

Leadership

Millionaire tip bits series

By
Steve Main

Published 2012



LEADERSHIP

STEVE MAIN

All rights reserved. The use of any part of this publication, reproduced or transmitted in any form or by any means — electronic, mechanical, photocopying, recording, or otherwise — or stored in a retrieval system without the prior written consent of the author, is an infringement of the copyright laws of the United States of America.

Book Adaptation and Design by Victor Brodt

Table of Contents

MILLIONAIRE TIP BITS SERIES

INTRODUCTION

THINGS TO WATCH FOR.

LEADERSHIP

ABOUT THE AUTHOR

OTHER WORKS

CONTACT

What is leadership? What does good leadership look like, and what kind of actions come from a good leader? What is the evidence of poor leadership?

Leadership

The Enron scandal in 2001 sent a strong message of what is expected of leaders. As you may recall, the leaders could not duck responsibility for their company's failures. Leaders have great responsibility. They are responsible for success and failure. They must take responsibility for all actions under their authority. If a front desk employee in a health club is rude to a member it might not be the club operator's fault, but it is the operator's responsibility. The operator or leader must address and rectify the situation. Many actions which occur in a health club might be unknown by the leader and are not the leader's fault, but everything is the leader's responsibility. Fault and responsibility are not the same. The most effective leaders take responsibility without blaming but give credit for success to others. A leader should never say it is "not my fault" or make excuses. This will set an example of what is expected of others.

A leader is someone who has followers. People follow leaders for several reasons. Some people follow because of fear. They fear that the consequences of going against the leader could be detrimental to them. It could get them fired. The problem with leading through intimidation is that the followers will leave the organization or will become hostile toward the leader when it is safe. A loss of power on the part of the leader can make followers feel safer and begin to challenge the leader. When leading through intimidation, it is just a matter of time before the leader loses effectiveness.

Some people follow leaders because they believe it is temporarily in their best interest. Followers will choose a different leader when a better opportunity presents itself with another organization. A leader will be most effective if he or she paints a vision of hope and opportunity. Followers who buy into the vision will be on board for the long run.

Once the leader paints a vision that followers can get excited about, she must lay out a plan for the vision. Leading by example will demonstrate the leader's belief in the vision and be an example of what is expected of followers. Without leading by example, the leader will come across as just a boss. If the leader takes her turn cleaning the toilets, the followers will follow when it is their turn.

A leader must always do what he says he will do. Tasks which are the leader's responsibility must be completed on time. Leaders who do not keep their commitments cannot expect followers to keep their commitments. A leader who keeps his commitments will increase production in the whole organization through leading by example. Leaders who always do what they say they will do earn respect and trust. If a leader always does what he says he will do, followers know they can take that to the bank. Followers will also feel confident and secure. Leaders who do not do what they have committed to will just be seen as hypocrites when they project expectations on followers. This will cause followers to doubt the vision and feel insecure.

Followers will lose hope and faith in the vision if progress is not tracked. Progress is tracked through setting and obtaining goals. As goals are obtained, followers will get more excited about the vision and positive energy will be spread throughout the organization. If a leader is consistently positive about the vision, that positive attitude will trickle down.

Leaders must help the organization and followers in setting goals. A goal that is not obtainable is impossible. A goal without a plan and timeline is just a dream. Setting goals is a basis for evaluation. Goals should be a part of every business every day. Goals should be set at every level of a business. Goals must have timelines set for them or the organization will always be working toward the goal. It is easy for procrastination to set in without a timeline for every goal.

I will use an example from the health club industry. This applies to all leadership positions. The club operator or leader's vision directs the goals. A goal's feasibility is tested by working backwards from the goal. If the goal is to sell \$30,000 in new memberships in one month, objectives are built in order to meet that goal.

The first objective will be to gross a minimum of \$1,000 in new membership sales per day. If the average dues membership is \$39 for the first month with a \$168 processing fee, that is \$207 received for a dues membership. If the average paid in full membership is \$400, then the club must sell three dues memberships and one paid in full each day. That is the second objective: three dues memberships and one paid in full each day. The feasibility of the goal is now coming into view. If a club has three sales reps working each day, we must then set tasks that will help obtain the objectives.

The first task for each sales rep is to set six appointments for each day. Additional tasks are added that will help each sales rep obtain six appointments each day. Each sales rep has six appointments for a club total of eighteen. This should yield a 40% show ratio on appointments. That means seven appointments show up for a tour of the club each day. Each sales rep should have at least a 60% closing ratio. This equates to four memberships each day. It is very important to emphasize that required tasks are not goals or objectives. They are requirements. Each person in the organization, starting with the leader, chooses to complete their tasks every day. When the tasks are performed at the required skill level, the objectives and goals will be obtained. If a sales rep is not accomplishing an average of six appointments per day with a 40% show ratio and a 60% close ratio, one of two things is occurring: a) the sales rep is choosing not to perform the daily required tasks, or b) he does not possess the required skill level to perform the tasks. It is the leader's responsibility to motivate the rep by re-emphasizing the vision and the rep's future. If the rep is unable to perform the tasks, it is the leader's responsibility to lead the sales rep in increasing his skill level in the needed area. The leader must positively motivate and train the rep in order to increase the skill level of that person. If the rep continually chooses not to perform daily tasks, it can jeopardize the positive environment of the business and undermine the leader's authority.

The most important thing for a leader to remember is that leaders who perform to the level of their own expectations will earn respect and set a positive example. If a leader goes left but expects her followers to go right, that is pushing, not leading.

Reference:

Main, S. (2006). *Total Health Club Management*. Minden, NV: Visionquest Ministries.

www.fitnessfor10.com

Follow our company on [Facebook](#) [Twitter](#) [YouTube](#) Change Your Body, Keep Your Change!

Home Club Locator FAQ's Licensing Media Room Contact Us Blog

fitness FOR \$10

Change your body. Keep your change!

Join Now
Find a club near you!

plant city, fl

FITNESS FOR \$10

open your own fitness for \$10

Do you already own a health club and want to find out more about Fitness For \$10 licensing opportunities?
[Find out more](#)

BECOME AN FF10 CLUB OWNER

locations

Prescott, Arizona	club info	Carson City, Nevada	club info
Milpitas, California	club info	Las Vegas, Nevada	club info
Regina, Saskatchewan, CA	club info	Reno, Nevada	club info
Saskatoon, Saskatchewan CA	club info	Sparks, Nevada	club info
Brandon, Florida	club info	Farmington, Utah	club info
Plant City, Florida	club info		

[Home](#) | [About Us](#) | [Club Locations](#) | [Licensing Information](#) | [Media Room](#) | [Contact Us](#) | [Employment](#)
All rights reserved © 2012: Fitness For \$10

About the Author



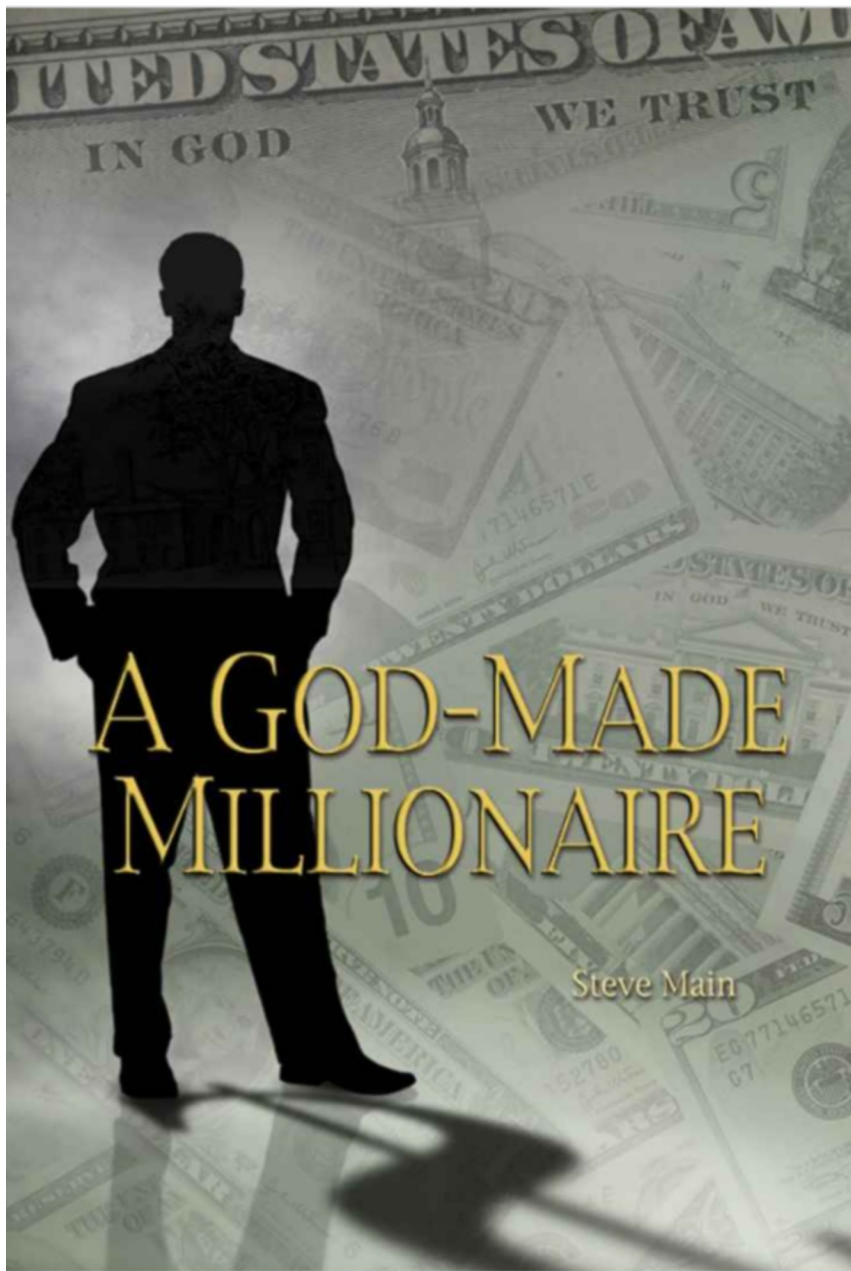
Steve Main is President and co-founder of the Innovative Edge consulting group (<http://www.theinnovators.biz/>). He has successfully led consulting teams in multiple industries, ranging from service businesses to manufacturing.

Being the creator of multiple ongoing businesses, this entrepreneur speaks more from experience than opinion. With 25 years of business and entrepreneurial experience and a strong financial background, he has built a multimillion-dollar international health club chain, Fitness For \$10 (<http://www.fitnessfor10.com/>), with a small \$79,000 loan. He paid back the loan in less than one year.

Steve Main is also a Winslow Certified Business Consultant. He holds a B.A. in Recreation Administration, an MBA with a concentration in finance, and the Accredited Asset Management Specialist designation through the College for Financial Planning. He is the author of *Total Health Club Management*, *A God-Made Millionaire*, and *Managing and Growing God's Resources*. *Club Success Magazine* has also published his article "Leadership."

Join Steve Main and hear how he built his companies!

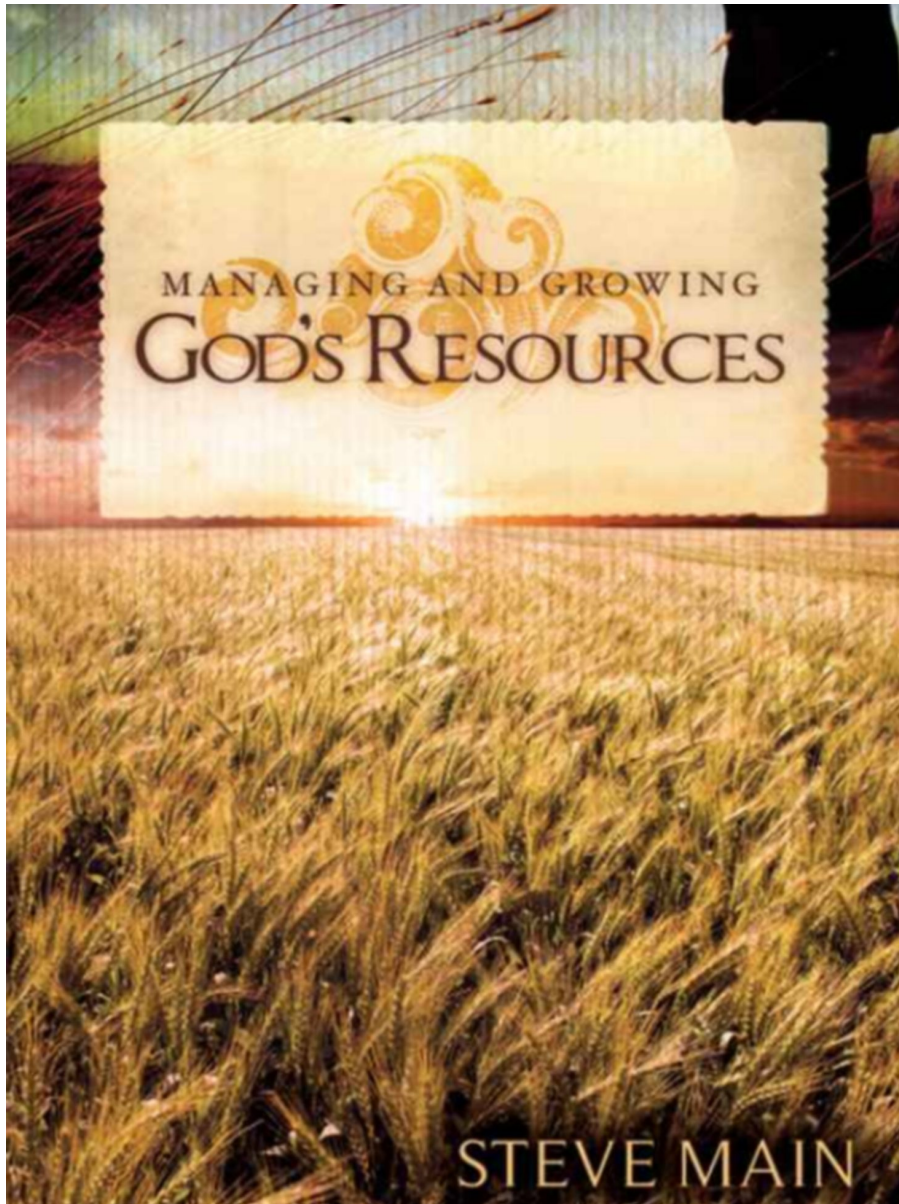
Other Works



TOTAL Health Club Management

Steve Main





More to Come!

Contact

info@stevemain.com

(775) 400-1044

stevemain.com