

# The best leaders challenge the status quo

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Who comes to mind when you think of a great leader? Chances are it's someone who helped create important changes in the world. Or maybe it was a person who struggled against overwhelming odds and led others to a better place.

Sometimes being a great leader means stepping out into new territory. And being a leader also means you get to go first. It's okay to be scared. You've just got to keep moving forward.

Here are some things to think about when it comes to finding aspects of the status quo worth challenging:

## **Are there customer needs that aren't getting met?**

There could be an issue with all customer needs or just a certain part of your customer base. Either way, challenge your team to find a way to meet them. Then be sure to give them structured time and a testing environment to think up and try out possible solutions.

**Are there unmet needs you can meet to attract new customers?** If you take meeting unmet needs one step further, you can pay attention to the needs of people outside your customer base. If you can build a better system for meeting those needs, it could help grow your business.

**Are employees treated fairly?** If you're not sure, take a look at your turnover statistics. How many employees leave your area each year? How does that compare with other areas or other organizations in the same industry? And you don't need statistics to get a sense of how happy your team is while at work. Increasing morale doesn't even have to cost anything. Appreciation is free.

**Are there obstacles to greater success?** What might the "next level" look like for your team and your organization? What challenges would need to be overcome to get there? Inspire your team with your vision. Then you can all work together to find a way.

You might not have all the answers all at once. That's okay. Your response to these questions can be guided by one simple question: When you leave, how will your work area be better for your having been there? Keep this in mind and you'll find that your answer can become your vision to help guide you through any and every challenge that comes your way.