

The 21 Laws of Leadership

Proven Principles to Become a Better Leader & Build a Positive, High Performance Workplace



Restaurant OWNER.com

Welcome!
Today's webinar will be starting shortly.

Restaurant OWNER.com THE 21 LAWS OF LEADERSHIP



Joe Erickson



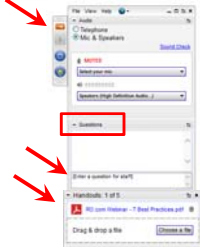
Anton Villado




Jim Laube

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Comments & Questions








UNDENIABLE TRUTH

**You cannot achieve the success
you want on your own**

(good management skills are not enough)



LEADERSHIP VERSUS MANAGEMENT

“Use checklists”

“Eye contact &
smiles”

RESULTS

ACTIONS

“Follow
recipe cards”

“Rotate products”

Restaurant OWNER.COM LEADERSHIP VERSUS MANAGEMENT

Management says . . .

RESULTS

ACTIONS

BELIEFS

“Do this . . .”

“Don’t do . . .”

Restaurant OWNER.COM COMMONLY HELD BELIEFS IN YOUR RESTAURANT

When the New Employee asks . . .

- ✓ How do things REALLY work around here?
- ✓ Will they REALLY send me home if my uniform isn't right?
- ✓ Do they REALLY expect people to not use their cell phones?
- ✓ Did all of the managers REALLY start out as hourly employees?



Restaurant OWNER.COM BELIEFS

Food Cost -

Current Beliefs:

- ✓ Mgt doesn't care about food cost
- ✓ Food cost doesn't affect me
- ✓ No one notices missing products
- ✓ My ideas don't matter















Restaurant OWNER.COM HOW LEADERSHIP IMPROVES RESULTS

Management is about **DOING**

Leadership starts with **BEING**

Restaurant OWNER.COM HOW LEADERSHIP IMPROVES RESULTS

Leadership is about **BEING** the type of person that **INSPIRES** others

- Insights
- Character
- Values

Restaurant OWNER.COM AN EXCELLENT STARTING POINT

A great resource for becoming the type of person that can create positive, meaningful, experiences for your people.

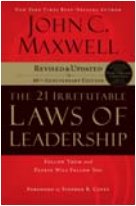
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The Law Of . . .

1. The Lid	8. Intuition	15. Victory
2. Influence	9. Magnetism	16. The Big Mo
3. Process	10. Connection	17. Priorities
4. Navigation	11. The Inner Circle	18. Sacrifice
5. Addition	12. Empowerment	19. Timing
6. Solid Ground	13. The Picture	20. Explosive Growth
7. Respect	14. Buy-In	21. Legacy

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The Law of the Lid
Leadership ability determines a person's level of effectiveness





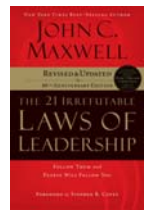
WHY them?



Started in 1950s by Dick & Maurice McDonald
 Geniuses at delivering quick service, kitchen design, efficiency
 Failed at franchising
 Were excellent unit managers
 Limited by their leadership abilities

Restaurant OWNER.COM LAW #1 – THE LAW OF THE LID

Without leadership ability, a person's impact is only a fraction of what it could be.
 The higher you want to climb, the more you need leadership.



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The Law of The Picture
People Do What People See



Restaurant OWNER.COM THE LAW OF THE PICTURE

Character is vital to leadership and is communicated through the Law of Picture.


The values and behavior you model influence the resulting culture of your business.



Restaurant OWNER.COM THE LAW OF THE PICTURE

Leaders must be both highly visionary and highly practical.

- Mission provides *purpose* – answering the question, *Why?*
- Vision provides a *picture* – answering the question, *What?*
- Strategy provides a *plan* – answering the question, *How?*



Restaurant OWNER.COM THE LAW OF THE PICTURE

Applying the Law of The Picture

- The only person you can truly change is yourself. Only then can you influence a change in others.
- List the core values you'd like your team to practice – and then model them daily.
- What are the 3-5 things you wish your people did better than they currently do. Now, grade your performance for each.

“Followers may doubt what their leaders say, but they usually believe what they do.”

– John Maxwell

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The Law of Priorities
Leaders understand that activity is not necessarily accomplishment.

~ John Maxwell

1,440
 minutes in a day



Restaurant OWNER.COM THE LAW OF PRIORITIES

R

The three Rs:

- ✓ Required
- ✓ Return
- ✓ Reward

Restaurant OWNER.COM THE LAW OF PRIORITIES

Ask yourself:

- ✓ What is **required**?
- ✓ What brings the greatest **return**?
- ✓ What brings the greatest **reward**?



There are many things that will catch my eye, but there are only a few things that will catch my heart; it is those I consider to pursue.

~ Tim Redmond

Restaurant OWNER.COM THE LAW OF PRIORITIES

Ask yourself:

- ✓ What is **required**?
- ✓ What brings the greatest **return**?
- ✓ What brings the greatest **reward**?

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Questions, insights, examples?

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What results would you expect from *your* restaurant if *your* leadership improved?

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What are you going to do differently?
 Ways to develop your leadership:

- ✓ Buy and read the book
- ✓ Buy the book for your key employees
- ✓ Review one law each week with your key employees

