

Leading Your Leaders

PREPARING STUDENTS FOR LEADERSHIP ROLES



Leading Your Leaders

Your Presenters:

Bob Long, General Manager
88.9/WSTB-FM
Streetsboro, OH

Chris Keppler, General Manager
88.1/WZIP-FM
Akron, OH



“You go to war
with the
army you got.”

- Donald Rumsfeld
(former U.S. Secretary of Defense)



“You run your station with the staff you got.”

- Nobody (I just kinda made it up)





**THE TRUTH IS...
SOME YEARS ARE
BETTER THAN
OTHERS**

HOW TO YOU GET THE BEST EFFORT FROM YOUR STAFF?

MODEL WHAT YOU WANT; YOU SET THE STANDARD

COMMUNICATE THE VISION...the challenge is how

IDENTIFY THE OUTCOMES YOU WANT

- Tell your staff your expectations...in the station, on the air, and on remotes
- If you don't, and anything is acceptable, what's special about your station? Your staff will just do whatever they want.

CELEBRATE!

- Your station birthday, some major accomplishment, a special event

The All-Time ^{#1} Bestseller
on Managing Your Work and Life

The One Minute Manager[®]

The World's Most Popular Management Method

Ken Blanchard

Coauthor of Raging Fans and Gung Ho!

Spencer Johnson

Author of Who Moved My Cheese?



THE ONE MINUTE MANAGER CONCEPT

ONE OF THE BEST THINGS YOU CAN DO...



Help your staff reach
its full potential...
Catch them
doing something
right!

From "The One Minute Manager"
By Ken Blanchard



THE ONE MINUTE PRAISING

1. Tell your staff you are going to do this
2. Praise immediately
3. Be specific about what they did right
4. Tell the staffer how you feel about it
5. Give it a few seconds to sink in



THE ONE MINUTE REPRIMAND

1. Tell your staff you are going to do this
2. Do it immediately...but, in private
3. Be specific about what the problem
4. Tell them how you feel about it
5. End the conversation with encouragement



A WORD ABOUT TIME MANAGEMENT

Increased
productivity and
less stress

TECHNIQUES TO HELP YOU IMPROVE YOUR DAY...AND REDUCE STRESS

Make a list of things that need to be done

Use a calendar and reminders

Set up a regular routine



**KEEP YOUR
STAFF HAPPY...**

**A HAPPY STAFF WILL GIVE YOU
THAT EXTRA EFFORT!**





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WZIP-FM

Terrestrial radio station with live stream

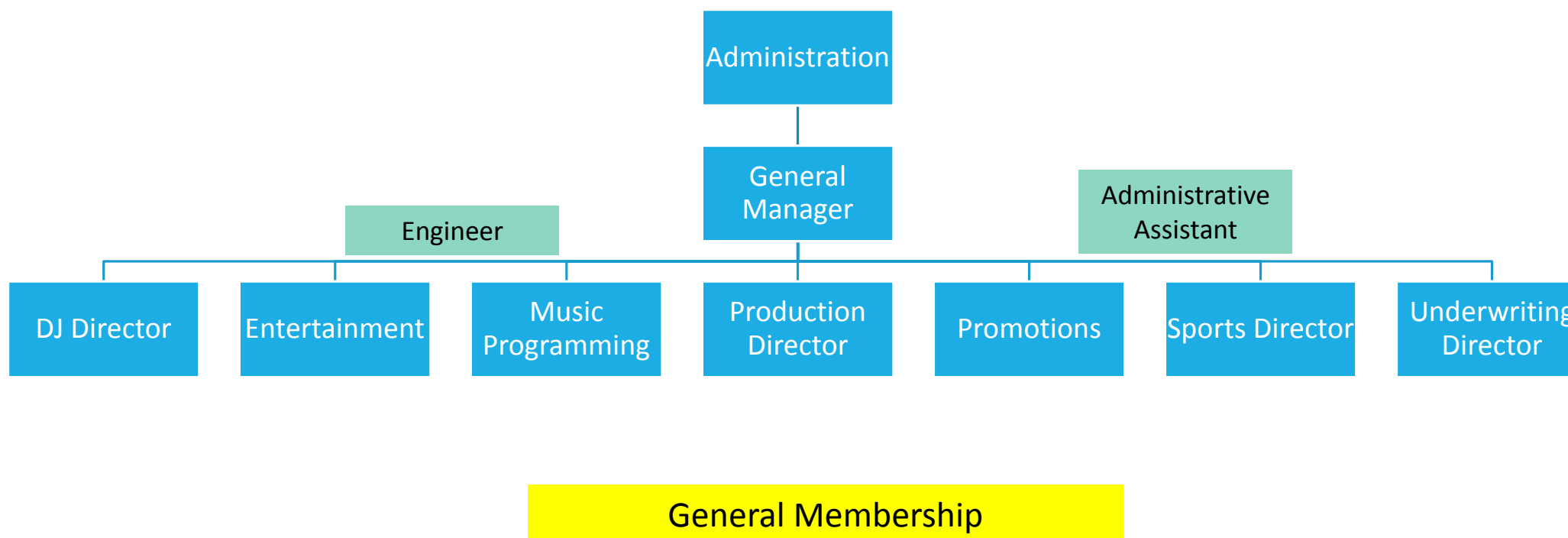
Defined music format

Housed in School of Communication, not student org

Receive operating budget, supplemented by donation account



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Boot Camp

- 5-6 hours
- Weekend by choice
- Agenda
- Expectations prior to meeting



Incentive = Pizza hut



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BOOT CAMP - LEADERSHIP

Planning/Organizing

Facilitating meetings

Motivating

Empowering

BOOT CAMP - EMPLOYMENT



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BOOT CAMP - LEADERSHIP

Planning/Organizing

Facilitating meetings

Motivating

Empowering

BOOT CAMP - EMPLOYMENT

Setting office hours

Recording hours

Following university rules

Tracking attendance/follow through



Leading Your Leaders

“Nothing great was ever achieved without enthusiasm.”

-Ralph Waldo Emerson