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 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!
Leading Your Leaders

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
Leading Your Leaders

Administration

General Manager

Engineer

DJ Director
Entertainment
Music Programming
Production Director
Promotions
Sports Director
Underwriting Director

Administrative Assistant

General Membership
Leading Your Leaders

Boot Camp

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

Incentive = Pizza hut
Leading Your Leaders

**BOOT CAMP - LEADERSHIP**

Planning/Organizing
Facilitating meetings
Motivating
Empowering

**BOOT CAMP - EMPLOYMENT**
Leading Your Leaders

**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