

5 Ways to be a Great Leader in 2021

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March 15, 2021

The last year has turned business upside down and many leaders have been left scratching their heads about how to lead remote teams that may be feeling overwhelmed, exhausted or just plain frustrated by events around the world and those much closer to home – think closed schools, remote work and hours on Zoom.

We understand the impact this pandemic has had on leadership, so we turned to some of our amazing speakers to ask them for their top tips on how to be a great leader in 2021.

Here is what they said:

Adrian Gostick | Speaker on Leadership, Anxiety in the Workplace and Employee Engagement

Listen More To Our Rogues

“Organizational agility is essential to survive any crisis, and that can mean giving voice to those of your people who tend to swim upstream while everyone else floats down.

One CEO told me that during good times, he counts heavily on his rule-followers. These folks ensure processes are followed and things are done properly.

But, he confided, during this crisis most of his faithful rule-followers became paralyzed. They had no idea how to operate in a world where the precious rules didn't work anymore. He described them as acting like ‘puppies on the porch,’ afraid to venture out and try something new.

So he started to call around the country to his most creative, if not roguish, of managers and asked their opinions on new and innovative ways to operate. He said, “I had little idea then how many completely mad, certifiable ideas we were going to need to survive what was to come.”

His business not only survived but thrived because he took those wacky concepts from his rogues and shared them with the entire company. He also paired up each rule-follower manager with a rule-breaker, and the rogues taught the puppies how to get off the porch to innovate and experiment.”



Colette Carlson | Author & Motivational Speaker on Human Behaviour and Communications

Encouraging Versatility Will Lend a Hand to Connectivity

“Inspiring and promoting versatility in your teams will allow your organization to provide greater value to your business moving forward.

Schedule meetings with cross-functional teams to inspire collaboration, innovation and social interaction. Not only will this support each person’s understanding of other job functions, but it will also promote teamwork across your organization, increase flexible thinking and inspire creativity.”



Denise Lee Yohn | Leading Authority and Speaker on Building Exceptional Brand

How Invention Will Drive your Business in 2021

“McKinsey research shows around 80% of customers expect to continue the new shopping behaviors they adopted last year. Creating new business models, products, solutions and even new approaches to operations and employee experience though Invention will make the difference between success and failure.



Organizations that forge ahead despite disruption — or because of it — leave behind those that retreat or stall. So, make sure you set aside some of your budget for bold business-building actions and double down on your innovation efforts.”

Tom Flick | All-Pro Authority on Leadership, Leading Change and Increasing Performance

The Power of Humility

“There is one quality that separates adequate leadership from stellar leadership: HUMILITY.

I define Humble leaders as those who are eager and curious life-long learners who are open and interested in new ideas, welcoming other insights and feedback.

Humility is a collaborative and inclusive quality enthusiastic about recognizing and sharing breakthroughs and ultimate success with others. Transparency is an aspect of humility that allows for honest discussion and willingness to admit mistakes and to learn from them. Primarily, humility is thinking more about others than you do about yourself.



The success, growth, and development of a team can only flourish in an atmosphere of mutual respect. Those who lead by the rule of “my way or the highway” demand the compliance of their employees. On the other hand, leaders who listen and seek input from their team members, foster a culture in which all ideas are valued; respect is earned, not demanded.

Research has proven leaders who score high in this unassuming and often overlooked trait, listen more effectively, motivate exceptional teamwork, and align everybody on organizational strategy and goals.”

Amy C. Edmondson | Speaker and Novartis Professor of Leadership and Management

Leaders must create a Fearless organization built upon psychological safety.

“A psychologically safe culture is not free of conflict, consequences, or accountability. These things exist but are managed positively and constructively. It does not mean employees are “wrapped in cotton wool,” as my friend and London Business School professor Dan Cable has said. Think of psychological safety as an atmosphere of healthy give-and-take, rather than an atmosphere of tiptoeing around.”



Here are Amy’s 3 top ways to do this:

- 1. Frame your challenge to leave room for questions & concerns, while inviting creativity.**
- 2. Invite participation from all members of your team.**
- 3. Respond appropriately by making speaking up a positive experience and move forward constructively.**

Have a particular challenge you’d like to discuss? Get in touch with us via the button below to receive your list of Customized Speaker Ideas.