

The Leadership Secrets of Santa Claus



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Leadership Secret #1:
Build a wonderful workshop



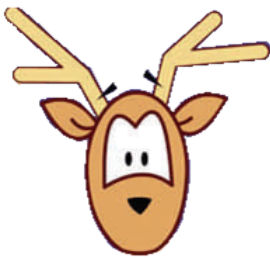
*"It seems to me that what makes a workshop wonderful is not walls and ceilings, but what happens **inside** those walls and **under** those ceilings...it's not how a workshop **stands**, but what it **stands for** that makes it special."*

Key Concepts:

Wish List:



Leadership Secret #2:
Choose your reindeer wisely



"Because it's employees who ultimately make our mission happen, staffing is my single most important responsibility."

Key Concepts:

Wish List:



Leadership Secret #3:
Make a list and check it twice



“Our success—and resulting reputation for excellence—is the result of clearly defined goals combined with well-thought-out plans to accomplish those goals.”

Key Concepts:

Wish List:



Leadership Secret #4:
Listen to the elves



"I have come to realize that involving workers in running the operation—and in making decisions that affect them—is a key strategy for leadership success."



Key Concepts:

Wish List:

Leadership Secret #5:
Get beyond the red wagons



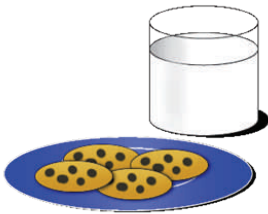
"I knew we had to abandon the status quo....I made sure that everyone on the team understood change was inevitable—we had no choice whether or not it would come. Our only choice was how we responded to it."

Key Concepts:

Wish List:



Leadership Secret #6:
Share the milk and cookies



“A key strategy I apply...is to help each elf and reindeer see the positive differences that he or she is making for those we serve...and for each other.”

Key Concepts:

Wish List:





Leadership Secret #7:
**Find out who's naughty
and nice**



"I've come to define coaching very simply: Helping the elves and reindeer avoid problems and do the best work that they can."

Key Concepts:

Wish List:



Leadership Secret #8:
Be good for goodness sake



“Our excellent reputation—built over centuries of hard work and attention to detail—could be tarnished (or destroyed entirely) by a single inappropriate act.”

Key Concepts:

Wish List:

