
FEMELA.

THE AMAZING CONNECTION BETWEEN LEADERSHIP AND THE PROFIT OF YOUR COMPANY

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An urgent email was sent to my email box on a late Sunday afternoon *"I cannot believe this is happening to me ! Another one announced he is leaving, again..."*. This was not an announcement about a friend getting a divorce, but an email from Daniela, an insurance agent with over 15 years in the business. She was stressed. Her company was finally starting to grow as the market recovered after a few harsh years. Many clients are coming back and also new ones are looking for her services. But it seems that exactly now as things are starting to get so much better, her team is suddenly not performing up to expectations. Her leading sales agent announced she is leaving 2 months ago, the life insurance department manager decided to move to another company and now her personal assistant informed her of her request to finish the collaboration. *"What I am doing wrong? Why now? I was so good to my workers....why this is happening to me?"*...

Daniela, a strong business women who has years of experience seems to lose all her confidence due to the last updates in her firm.

Is it really because of me ?!

Daniela is facing a situation many companies are facing today in the Romanian market. Having several bad years after the "criza" in 2008, motivated many employees to keep their position and avoid any changes. Today, since the market is showing signs of recovery, many of these workers, feel confident to execute her moves.

At a growing market, which has many employment opportunities, the temptation for a worker to leave is unbearable and it is not always directly connected to the fact that you are a bad company or has bad employers. Sometimes, as much as you feel betrayed, it's not about YOU but about the worker's necessities, exactly like in any relationship.

Looking inside of you, looking inside of your company

when dramatic changes are happening in our lives, same as the ones happening in Daniela's company (3 workers leaving in the same time), it is a very good opportunity to take a step back and look inside the process of this change. For Daniela, who was feeling devastated and worried, it is an excellent moment to check WHY people are leaving and how to fix the working environment for the new workers to come.

A company that was opened 15 years ago faces different challenges than the ones existing back then.

Daniela herself, a great insurance expert, failed to see the changes and was focusing on the same elements without acknowledging that her employees need to be developed, along with the changes, by providing them tools, motivations and support but nevertheless, she must perfect herself too in order to become a better manager and face the challenges and changes every day brings.

It was Daniela's time to shift from being a manager to being a true leader.

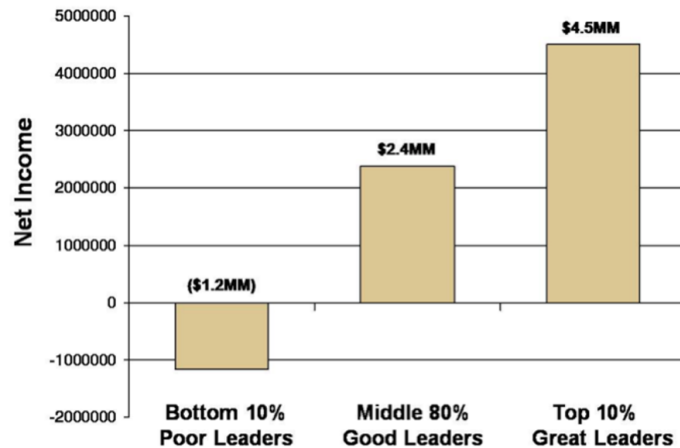
Great leaders can double profits

An interesting research published recently on Forbes (1) shows the impact of extraordinary leaders on the bottom line of the organization - the profit.

The graph total net income as \$1.2M in losses for the bottom 10% of leaders, \$2.4M for the middle 80%, and nearly \$4.5M in gains for the top 10%.

The conclusions are amazing - In summary, poor leaders were actually losing money; good leaders made better profit and the extraordinary leaders made more than double the company's profits in comparison to the other 90%!

It was Daniela's time to optimize her leadership skills and not only being a manager of her a company but a true leader, now her motivation was higher as she understood not only her company will perform better but this is a true opportunity to grow the profits as well



(1) **JACK ZENGER**, contributor ([LINK](#)) – Forbes 2015

How can I become a successful leader?

Daniela is about start a new journey. A major part of the job is done as she acknowledges the fact that she must become better, and not only her workers.

Major companies are investing millions in order to train and develop their top management to become leaders. They already acknowledged that even top managers and CEO's require skills and role models in order to continually become better.

The journey to the desired leadership model starts here, goes through identifying your role model, allocating an advisor/ mentor to help you (better to be an expert) , joining a program, reading books, participating in seminars But above all, your understanding that the journey is never finished and we constantly need to become better (to ourselves and to our environment) in order to become proper leaders.

BWFR, developed a unique women leadership program, supported by Femeia.

The program is the first women leadership annual program in Romanian and subsided by BWFR , available only to 20 business women (company owners & top managers)

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