

LEADERSHIP

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The Current State of Play

BY

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Edinburgh Napier University, UK



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2019

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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78769-788-1 (Print)

ISBN: 978-1-78769-785-0 (Online)

ISBN: 978-1-78769-787-4 (Epub)



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INVESTOR IN PEOPLE

To my father
James McMillan Howieson: 1933 – 2018
An honest and good man.

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Jack has worked with PFA Scotland and the World Players Union FIFPro, leading projects in areas of the sport such as Career Planning and Transition, Mental Health and Sports Betting Integrity. He has an MA (Hons) in Economics and is a UEFA-licensed Coach.

FOREWORD: LAURENCE CLARKE

I first met Brian some 10 years ago after a colleague recommended that I meet this ‘very interesting man’. I was not disappointed. I was struck by his down-to-earth approach to academia and his ability of moving easily from an academic discussion into a practical one. We enjoyed exchanging stories about leadership and its development and application. It was, therefore, with great pleasure that I agreed to write a foreword to this book which exemplifies Brian’s easy movement between the academic and the practitioner’s viewpoints.

As one who has tried over the last 30 years to bridge the gap between academic theory on leadership and its application in the workplace, I admire that Brian has attempted to take on this herculean task. But take it on he has with his usual deftness. I, particularly, find his matrix helpful in trying to sort out the many theories and approaches to leadership development. I remember reading an article on Organisation Development that tried to make a connection between theory and practice. The author argued that the two factions spoke different languages and that any attempt to reconcile the two would require both to spend time in the other’s domain and to concentrate on finding a way to translate between the two. He also argued that much was to be learned in either discipline from the time spent on the other. This book neatly

bridges that gap and helps us spend time on both the domains.

I remember having a debate with one of my academic-leaning colleagues that we simplified things too much for our leadership development programmes. My argument then, and now, is that leaders don't have the time to wrestle with the complexities of the theory and the situational vagaries that face them. They need us – as Leadership Development Practitioners – to synthesise the theory into useable tools and templates that will work most of the time. This can feel like the antichrist to many an academic but life is too short for most leaders even to read the theory, let alone work out how to apply it. So, the act of translation from academic theory to practical tool is the work of the Leadership Development Practitioner and this book.

Change is the crucible on which leadership is wrought. A typical example from this area of leadership theory is the Kubler Ross Curve, which leadership science has taken as the curve to represent the emotions we go through as we experience the change. There is no doubt that we do experience some of these feelings as we lose what we treasured of the past. However, Kubler Ross' research plots the emotions of 30 patients that were told they were dying of incurable cancer, from the point of being told through to their eventual acceptance of the inevitable. Leaders want change to be experienced more positively than that and they want to know what to do to help people through the change. The work of Catford and Ray, *The Path of the Everyday Hero* is also based on research that the average leader would reject – An Analysis of Fairy Tales! However, its curve is similar to those of Kubler Ross and allows the Leadership Development Practitioner to present a model of change that has hope (there is a happy-ending) and purpose (there are things you can do to get through your change adventure). Not only does the

leader have a model to help them intervene during change, it may also be that the model can also be presented to the leader that this is their journey and that by responding to the 'call' of change they are growing and so might their people. So, the Practitioner of Leadership Development has to find research and models that will help the leader and, in this case, make sense of their journey and give them some practical tools to help them guide their team.

As pointed out in the book, leadership is difficult to tie down as a concept. As Keith Grint points out, it is a contested concept. Therefore, finding ways to make sense of leadership in a particular situation is vital. This book has many practical examples of leadership to give colour to the practitioner's part of the book. Leaders love to hear about the exploits of other leaders in similar situations, hence the plethora of 'How I Lead [...]' books nowadays. The use of vignette stories in this book is particularly helpful if you are reading it as a potential or existing leader. It also helps those studying leadership from an academic viewpoint get a sense of the reality of being a leader.

So as Brian puts it, the 'What' needs translated into the reality of the leadership practitioner's context and simplified to make it digestible and useable for the leader.

I have been particularly struck over the years how leadership can pop up in the most unlikely places. Distributed leadership suggests that everyone can be a leader and that the role of the leader is to create an environment where these small acts of leadership can take place and flourish. When I was running a cooperative advertising agency early in my career, I observed one of these small acts of leadership. We were extremely strapped for cash having taken on a deficit from the previous agency that several of us had worked for, which had gone bust. This meant that in order to function as an agency we had to be able to pay the media within the

payment terms and without a cheque bouncing. It rapidly became clear that we needed an overdraft which I negotiated with the bank. I argued, as a cooperative, that all 18 of us would need to give personal guarantees or none, expecting the bank to waive this requirement. However, they said they would take them from us all. I called for a meeting of the cooperative and gave them the good news that the bank had agreed to support us (and, therefore, keep us trading) but the bad news that we all had to give personal guarantees. There was a deathly hush! At last, the most junior member of the staff, who had just completed her probationary period and was barely 17, asked what was involved in a personal guarantee. I explained that if we failed to pay back the overdraft on demand then the bank would ask each of us for £1,000. She hesitated and then said 'I'll do it'. A moment later another member raised his/her hand and said they were in and soon everyone had agreed to the personal guarantees. A little act of leadership.

The '**How**' we have seen is often brought into focus by leaders telling their stories and getting reactions from others to these. Also hearing the stories of other leaders helps leaders calibrate their approach and validate it. The ensuing discussion helps leaders form a view of their strengths and weaknesses as leaders and helps them decide what style and approach best suit them in their particular situation. Feedback helps with this. But the '**How**' also includes the manner in which leadership is displayed. How often have we been party to an e-mail being misinterpreted or even when we have the advantage of seeing and/or hearing the other person, offence is taken when none is intended? Hence, a leader has to consider how 'the **What**' is delivered. Think of how many ways the phrase 'Please give me the report' can be delivered, from sarcastic to angry and from meek to assertive. Hence, leaders have to be able to read the reactions in others

to what they say and enquire if they have not been picked up correctly or modify if it is not having the desired effect. A 'shouty', aggressive leader may get compliance but they rarely get commitment and discretionary effort. I am still bemused that so many leaders believe that the best way to get action is to tell people with increasing amounts of emotion until compliance is achieved. But leadership is not about compliance. It must be about inspiring, motivating and engaging your team to commitment to the goals you set as a leader.

Some time ago I came across some research on teaching that suggested that the best teachers were the ones that cared about their subject and cared about their pupils. I think this is also true in the leadership arena. People will forgive a leader for pushing too hard or making mistakes if they believe that the leader cares deeply about them and what they are doing together. I remember Norman Schwarzkopf, 'Storming Norman' of the First Gulf war, who epitomised my view of the 'shouty' leader, give a speech at his retirement passing out parade of 2,000 troops. At the end of the speech he said 'I'll never forget you. I love you all!' Clearly, he cared deeply about his people and this was what made them want to follow him through thick and thin despite his bombastic approach.

There would be no Leaders if it were not for followers. Goffee and Jones in the December 2001 issue of the *Harvard Business Review* 'Followership: It's Personal, Too' set out three emotional responses that followers want to get from their leaders. First, a sense of significance, that you really matter no matter how small your contribution. Second, is a sense of community that somehow you belong to something bigger than just you. And thirdly, followers want to feel a 'buzzy' feeling when the leader is about. Goffee and Jones argue that this means leaders need to be extroverted and energetic. This would rule out half the population and, as an

introvert myself, seems to limit the pool of leaders too much. I think the care I mentioned before is what makes the difference. Whether you are outgoing or retiring, we all can evidence a deep care for what we are doing and for the people that join us in the quest.

Brian is an introverted leader, who through his obvious passion for the subject of leadership and his deep care for those that try to carry it out, galvanises followers to be better leaders. This book adds to this quest.

ACKNOWLEDGEMENTS

I would like to thank Kimberley Chadwick, Niall Kennedy, Kerry Laundon, and Sophie Darling at Emerald. Kimberley ‘got’ this project immediately and handed the idea over to Niall (ably supported by Kerry and Sophie) who made it happen.

In addition, I would like to thank the 11 contributors to this book: Bernard, Laurence, Andrew, Amanda, Paul, Edel, John, Sophia, David, Drew and Jack. I am most aware how incredibly busy these people are; therefore, I place on record my sincere gratitude to them for taking time to write and to share their thoughts with me (and you). They were also a pleasure to work with and I do hope that this relationship can continue well into the future.

Last year my ‘life path’ crossed with that of a well-known British cancer charity. This organisation has a clear strategic purpose. Of note, they do what I have, for many years, considered to be the singular purpose of leadership, namely to make community. I was – and continue to be – hugely impressed with everything that they stand for and achieve. Any royalties from this book will, therefore, be donated to this organisation.

Finally, thank you to you – the reader – for considering reading this book. If you read it, I do hope that it may be of interest to you.

WBH
December 2018