

# SUCCESS AT THE TOP



Often companies begin at the lower level when implementing performance-oriented strategies. Susan Bagyura, Leadership Coach and LifeSuccess Consultant, says it is critical to work from a higher level, not a lower. She shares more such insights and more from her book, *The Visionary Leader*.

*Susan Bagyura, author of The Visionary Leader, and Leadership Coach and LifeSuccess Consultant*

Changing the mindset of people can have a huge impact in the workplace. Although it is common practice to work on the thought process of employees at the lower rung, for change to take place work has to start from the person right at the top. Susan Bagyura has over 25 years of sales and entrepreneurial experience. Over the past many years she has worked with business owners and entrepreneurs to define and implement success strategies. And experience has shown Susan that for change to happen, you have to start at the top.

She shares this crucial aspect of getting ahead in the corporate world and more in her book, *The Visionary Leader*, which will soon be launched in Oman. *The Visionary Leader*, is the perfect read for people who head businesses

and are looking to lead a more successful and richer life. The first print of the book, which was launched on a Mexican cruise hosted by Bob Proctor, was sold out immediately. Susan added one more chapter as well as included additional information in some of the chapters before the second edition was printed.

Susan also runs Blue Danube, a coaching, consulting and training company whose innovative service delivery model takes the best of products, skills and techniques to help clients achieve better results. The company conducts seminars, programmes and products aimed at helping individuals and businesses achieve their goals. Her experience spans across countries like America, Zimbabwe, Ireland, England, and Austria where she has lived and worked.

In a brief chat, Susan talks about her book and the principles of leadership.

**What motivated you to write the book?**

I have been coaching and consulting with small business owners and executives for the past 7 years. I found that many of their problems stemmed from their lack of leadership. Because I saw this so frequently, I thought that they must be many others that needed help and I decided that I wanted to write a how-to guide to leading in today's economy.

**Could briefly tell us what are the main components of the book? What can a reader expect to learn from your writings?**

I started from the beginning and described the different types of leaders. I didn't re-create information, but pulled from the famous works of Goleman, Liekert and Lewin. I wanted people to have a better idea of leadership styles so that they could identify their style and possibly identify other styles that they would like to use. I think the best leaders are the ones that can flex between styles.

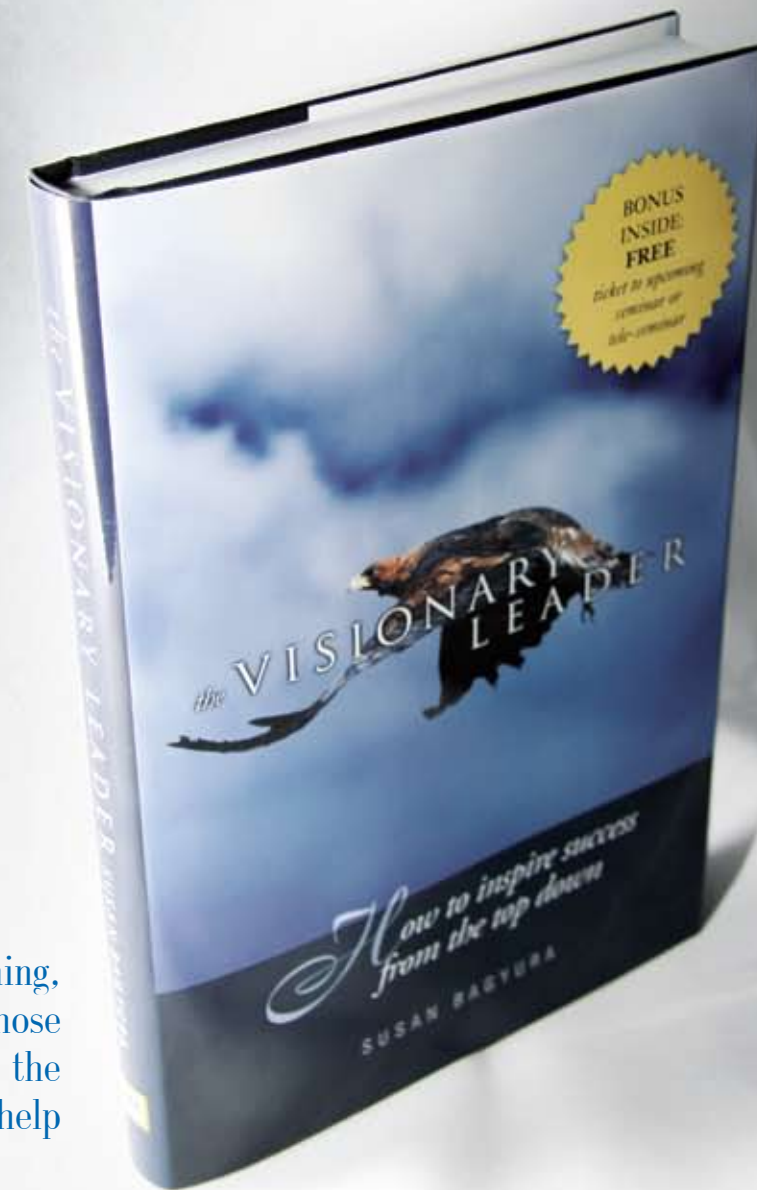
Then the book goes into areas that I believe are absolutely essential in a successful leader today such as knowing one's

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purpose, creating the vision for the business, understanding the 'why' for their employees and customers, responsibility, communications, decision and a lot more. Many leaders seem to hope that people will do as they say rather than as they do. But I can tell you, it is clear to see what is happening at the top of an organisation by looking at what is happening on the ground level. People imitate. So if leaders want to see certain behaviors from their employees, then they need to be doing that first.

**How different have you been able to make your book from those in the market?**

I designed my book as a reference guide. I included a lot of questions for reflection with space for answers. Further, the book focuses on the mindset of leadership. I think that it is critical that leaders accept full responsibility for what is happening in their business. If someone is looking for who they can blame or playing the blame game in any way whatsoever, they are directing their focus in the wrong direction. Take responsibility and then start looking for the next best step to move in the right direction. This is empowering.



**Is leadership a quality present in everyone?**

I think leadership is learned. There may be people that are what we call naturals in that they instinctively do a lot of the right things but we can learn these skills. The most important thing is that we all have opportunities for leadership. I believe that a person has to first be able to lead themselves, then another, then a group and then an organisation.

The skills that someone can learn in this book will help them be better parents, teachers, business owners and executives, directors and any other position where a person finds themselves leading.

**How can one hone his/her leadership qualities?**

I suggest that a person take a day or a weekend at minimum, shut off all distractions, like clocks, phones and TV and go through all the exercises that are in the book. At the end of that time, they are going to know a lot more about themselves but also they will have created their vision. This is an excellent exercise to do each year. 13