

Be a Great Leader

1. **Have meetings.** Meetings are important to keep the lines of communication open and for you to continue to deliver a message about the kind of business that you want to run. Meetings should be held regularly, have an agenda and a specific start and end time. Do not skip meetings.
2. **Hold reviews.** Reviews should be held quarterly. Any problems should be addressed immediately and head on. Be sure to have everything documented.
3. **Be the story.** If you want good PR remember that it is not something that can be bought, you have to be the story. When you have a great story to tell, get the information out right away with photos if possible. Compile your PR each year into an album so you can document a history that you, and your team, can be proud of.
4. **Make a lasting impression.** When you are a good leader you will find people will seek you out for employment. You will attract the best because of your high standards and your respect in the industry.