

FRANK BAUM'S (and Rocky's) WIZARD OF OZ VISIONARY LEADERSHIP TIPS

1. Learn to be a good and authentic listener (A heart for the Tin Man – genuine caring about the thoughts, feelings and beliefs of others).
2. Ignore or at least challenge conventional wisdom. (A brain for the Scarecrow - think through the consequences and restrictions on your own).
3. Don't fear failure. Be willing to take risks. (Courage for the Lion – plain and simple).
 - a. Place criticism in proper context
4. Set aside time to work on the big ideas (Creating Oz).
5. You can never be satisfied with the status quo. (This isn't Kansas anymore).
 - a. Understand the importance of and resistance to change.
6. For any specific change, determine the largest organizational unit capable of making the change and focus on it. (Water on the Wicked Witch of the West).
7. Communicate frequently, accurately and in a transparent manner ("Follow the Yellow Brick Road").
 - a. Be a teacher
 - b. Understand the different perceptions of "reality"
8. Take pride and satisfaction in the quality of the effort. (They made it to Oz even though it was an illusion).
9. Build as many named partnerships as possible. (Dorothy, the lion, the scarecrow and the tin man were a partnership).
10. The first order of business is to instill hope and optimism among employees. (What Dorothy did for the "team").