

7 Deadly Mistakes Every Great Leader Avoids - Todd Kuckkahn

Most people believe that leadership is a title or a corner office. Those who move up in the ranks (e.g., org chart, food chain) often believe that the same concepts that worked as a manager will work as a leader. Leadership is often misunderstood as a position of authority or power, but it is so much more than that.

Great leaders influence, inspire, motivate, and guide their teams towards a shared vision. However, many leaders make mistakes that can hinder their effectiveness and impact. In this article, I will explore the seven deadly mistakes every great leader avoids. I'm also going to provide actionable tips on how to avoid each one of them.

Failure To Build Relationships

Building strong relationships with team members is critical to effective leadership. Leaders who fail to build relationships risk creating a culture of isolation and mistrust. Building strong relationships requires empathy, transparency, trust, and getting out of the office. The foundational element of relationships is communication.

What to do instead:

- Show empathy towards your team members by actively listening to their concerns and being responsive.
- Build trust over time through consistent actions and communication.
- Connect with your team members outside of formal work settings, including volunteering as a team.

Micromanagement

Leaders who micromanage often struggle to delegate tasks and responsibilities, not allowing mistakes, or not giving team members autonomy to take ownership. It creates an oppressive and controlling work atmosphere, one where teammates often feel stuck. With managers constantly looking over our shoulders, it is nearly impossible for that personal development to take place.

What to do instead:

- Encourage your team members to take calculated risks and learn from their mistakes.
- Delegate tasks and responsibilities based on your team members' skills and interests.
- Allow your team members to take ownership of their work and feel a sense of accomplishment.

Inability To Delegate

Inability to delegate is a leadership mistake that involves holding onto too many responsibilities and failing to delegate tasks and responsibilities to team members. Delegation is not dumping responsibility but giving team members a chance to use their skills to the utmost.

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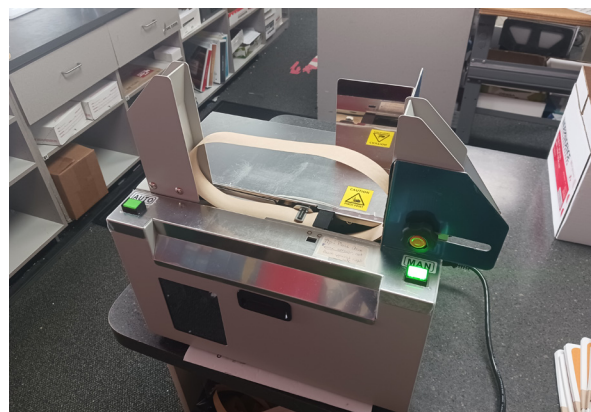
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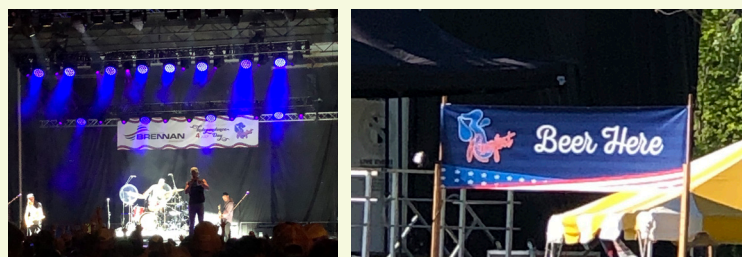


New Banding Equipment Streamlines Finishing and Cuts Waste

At the Eau Claire DigiCOPY, shrink wrapping has been a persistent daily task necessary to fulfill orders placed by customer Reality Works. Reality Works offers their consumers educational 'scenario cards;' until recently, the solution to package each individual scenario card pack has been shrink wrapping. The orders placed by this customer easily exceed 1,000 finished pieces, with multiple orders placed monthly. Needless to say, fulfilling these orders has been time consuming and taxing, drawing hours of time away from other orders. When Reality Works inquired about avenues for increasing the turnaround time on their orders, one coworker suggested purchasing banding equipment as an easier,



faster, and sustainable solution. The banding equipment wraps products with a thin paper strip ('banding'); adhesive on one side holds the banding together when exposed to a heating element built into the machine. The speed of the equipment is such that banding a single item takes less than ten seconds to complete. Move forward to present, banding has replaced shrink wrapping, and orders that took weeks to complete are coming in and out of the store at record speed. Ultimately, not only has the banding equipment provided a solution to our customer's needs, but it has cut waste, decreased cost in consumables, and has drastically cut time spent on finishing.



DigiCOPY's 2nd year sponsoring Riverfest in Lacrosse for their 40th annual event. We provided printed banners, including JR Brennan sponsor banner that was hung on the main stage where TikTok star Cooper Alan performed.

Riverfest was established in 1983 to create and hold a family festival with "something for everyone". This event is held annually in Riverside Park over the 4th of July weekend. Riverfest encourages residence from the La Crosse area to celebrate the holiday at home and invite family and friends from outside the area to join us for fireworks, entertainment, food and festivities.

You can learn more about Riverfest on their website:
<https://www.riverfestlacrosse.com/>



DigiCOPY had the honor to be a sponsor of the 43rd U.S. Senior Open at SentryWorld in Stevens Point.

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John Maxwell believes that if you are certain a person can do 80% as good of a job as you, it should be delegated to that person.

What to do instead:

- Aim to delegate your workload to team members if you believe they will be 80% successful.
- Utilize that newfound time with your own opportunities for personal growth and new challenges for you.
- Celebrate the successes and show gratitude through your team members when they accomplish something delegated to them.

Lack or Absence of Trust

Trust is an essential component of effective leadership. Leaders who fail to establish trust with their team members risk creating a toxic work environment that hinders productivity and motivation. Establishing trust requires effective communication, respect, following through, and leading by example.

What to do instead:

- Communicate regularly with your team members and keep them informed of relevant information.
- Show respect towards your team members by valuing their opinions and ideas.
- Lead by example by demonstrating the values and behaviors you expect from your team members.

Failure to Adapt

Leaders who fail to adapt to changing circumstances risk becoming irrelevant and hindering progress. Leaders should be open to finding common ground, listening to new ideas, and challenging the status quo. Those leaders who can pivot with their team will seize an opportunity out of change.

What to do instead:

- Be open to innovative ideas and perspectives.
- Welcome all feedback and invite all team members to participate in the strategies related to change.
- Challenge the status quo by asking “why” and “what if” questions.
- Find common ground by identifying shared goals and values.
- Look for problems to address and welcome a problem-solving process to address them.

Forgetting About Your People

Leaders who focus solely on achieving the organization’s goals risk neglecting their team members’ well-being and morale. Leaders should

prioritize creating a positive work culture that fosters inclusion and diversity. With the right culture in place, then it is possible to achieve the mission, vision, values, and goals of an organization.

What to do instead:

- Create a positive work culture by valuing diversity and promoting inclusion.
- Prioritize your team members’ well-being by offering support and resources.
- Show gratitude for your team members’ contributions and celebrate small wins.
- Develop opportunities for your team to engage in a meaningful way that is focused on personal growth.

Neglecting Small Wins

Leaders who only focus on achieving big goals risk neglecting the small wins that keep team members motivated and engaged. Leaders should break down big goals into achievable steps and show gratitude for their team members’ contributions. Elevating culture to raise morale is central to reaching any goal.

What to do instead:

- Break down big goals into smaller, achievable steps.
- Celebrate small steps along the change process.
- Make gratitude a daily event rather than an occasional doughnut.
- Constantly communicate success in multiple ways throughout the organization.

Conclusion:

“From a Gallup long-term research study conducted over 11 years, companies with thriving corporate cultures grew 682% in revenue, while those that lacked good company culture grew only 166% in revenue. They found that a strong corporate culture highly values employees, customers, and owners while also fostering leadership from everyone in the organization.”

When leaders avoid the seven deadly mistakes, their organizations have the opportunity to flourish. It must be intentional, however. It must be a process and not a 2-day offsite. It must involve the entire organization.



Todd Kuckkahn is an international speaker and workshop facilitator. He is certified as an independent speaker, trainer, coach, and teacher by Maxwell Leadership. Todd is also DISC and DEI certified. He can be reached at todd@toddkuckkahn.com or found at www.toddkuckkahn.com, LinkedIn, and Facebook.

How do you recognize your employees for their achievements?

Recognizing your employees for their achievements is a powerful way to boost their motivation, engagement, and performance. But how do you do it effectively and authentically? Here are some tips to help you create a culture of recognition in your team.

Be Specific and Timely

The first rule of recognition is to be specific and timely. Don't just say "good job" or "well done" in a generic way. Instead, tell your employees exactly what they did well, how it contributed to the team or the organization, and how it made you feel. And don't wait until the end of the month or the year to do it. Recognize your employees as soon as possible after they achieve something, so they can feel the impact of your appreciation.



Use different methods and channels

The second rule of recognition is to use different methods and channels. Not everyone likes to be recognized in the same way. Some people prefer public praise, while others appreciate a private note or a personal conversation. Some people like tangible rewards, while others value meaningful feedback or opportunities for growth. Find out what your employees prefer and tailor your recognition accordingly. And don't limit yourself to one channel. Use a variety of methods, such as email, phone, video, social media, or face-to-face, to reach your employees and make them feel valued.

Make it a habit and a ritual

The third rule of recognition is to make it a habit and a ritual. Don't treat recognition as a one-off event or a sporadic gesture. Instead, make it a regular and consistent part of your leadership style and your team culture. Set aside some time every week or every month to recognize your employees for their achievements, big or small. Create some rituals, such as a recognition wall, a shout-out meeting, or a thank-you card, to celebrate your employees and their successes. And encourage your employees to recognize each other as well, to foster a sense of teamwork and appreciation.

Align it with your values and goals

The fourth rule of recognition is to align it with your values and goals. Don't recognize your employees for things that are not relevant or important to your team or your organization. Instead, recognize your employees for things that reflect your core values and support your strategic goals. This way, you can reinforce the desired behaviors and outcomes, and show your employees how their work matters and makes a difference. And don't forget to recognize yourself as well, to model the way and inspire your employees.

Be sincere and authentic

The fifth rule of recognition is to be sincere and authentic. Don't recognize your employees for the sake of recognition, or because you have to, or because you want something in return. Instead, recognize your employees because you genuinely appreciate them and their work, and because you want to express your gratitude and respect. And don't overdo it or underdo it. Find the right balance and frequency of recognition, and avoid exaggerating or minimizing your employees' achievements. And most importantly, be yourself and speak from the heart.

Ask for feedback and improvement

The sixth rule of recognition is to ask for feedback and improvement. Don't assume that you know how to recognize your employees best, or that your recognition is always effective and appreciated. Instead, ask your employees for their feedback and suggestions on how you can improve your recognition practices and make them more meaningful and impactful. And don't stop at recognition. Ask your employees how you can support them further, what challenges they face, what goals they have, and how you can help them grow and succeed.

source: LinkedIn



20 for 20 YouTube Series

The DigiCOPY '20 for 20' series, featuring 20 customers/organizations we partner with and provide print solutions for throughout Wisconsin concludes with the posting of the 20th video on the DigiCOPY YouTube channel. Thanks to all the organizations that participated.

Go to [youtube.com](https://www.youtube.com) and type "DigiCOPY" in the search bar.



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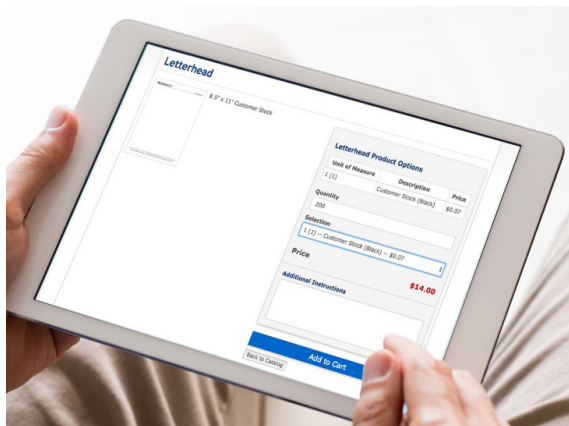
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www.dcopy.net/xpress

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Our system gives you the ability to limit capabilities of multiple users and monitor their orders. User Groups allow specific documents to only be viewable by certain users, or require approval for user orders.

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Email confirmation and order # are sent upon order submission. Users can view detailed reports of past orders and export to Excel or PDF.

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Our Mission: **To Serve**

Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.



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AND
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Updates to our mailing list based on incorrect info above?
Contact Paul Otero at otero@dcopy.net

Here's what our customers are saying:

"Job was very well done and in a timely manner. I appreciate the collaboration with this group, especially when we ask for things on short timeframes! Very professional group that knows their stuff. Thank you!"

"I have been working with Victor Martinez for a few years, he has such excellent customer service skills and really listens to all the details. Employees like him make Digi copy successful and keep us loyal customers keep coming back."



"We took our wedding invitations and wedding shower invitations and I can't tell you enough how beautiful they were! We saved so much money doing this and it was so easy. We had a couple proofs printed out and I'm so thankful we got to see what it would look like and adjust as needed!"

"You are also fast and know exactly what to print on even when I don't! Thank you!"

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