

'Adding value' is key to leadership HIEC speaker Dudley tells audience

By DAVID LEA
Metroland Media Group

Leadership is not about inventing the next great computer or becoming the world's greatest entertainer, but can be as simple as buying chocolates for a stranger who is having a bad day.

Motivational speaker and Nuance Leadership Inc. founder Drew Dudley introduced more than 100 people to this alternative concept of leadership during a recent Breakfast with the Mayors event hosted by the Halton Industry Education Council (HIEC).

Too often people build leadership up into something unobtainable, like changing the world, and as a result they refuse to pursue the real leadership opportunities their lives present, Dudley told the crowd.

The key to unlocking the hidden leaders within all of us is something Dudley called "adding value."

"I think adding value means that in every single interaction, you are trying to figure out if you can give that person you are working with or talking to something they didn't know they needed or something they didn't know they wanted," he said.

"I think that adding value means that every time you work with a colleague, a friend, a family member, a student, a boss, the person who serves you at Mc-

Donald's, you ask yourself, 'Is there anything I can do so that when I walk away from this person they are going to feel as if they are better off for having spent even the smallest amount of time with me?'

"I think adding value means living your life one interpersonal interaction at a time with a laser focus on how you can add value to the other person."

Dudley said living one's life this way is important for a number of reasons.

One of those reasons, he said, is because good deeds have a way of coming back to you three times over.

He also said living solely for money or promotions can prove unfulfilling.

Striving to be the type of person who deserves promotions and more money and who makes everyone around them shine brighter, he said, will prove far more rewarding.

Dudley told numerous stories during his presentation including one where he bought a grocery store cashier chocolates because it seemed she was having a bad day.

The gesture was so appreciated it brought the woman to tears.

"You want to know what leadership is? It's telling the people who made your life better that they made your life better. Leadership is finding a way to add value everyday...and it's nothing beyond that," said Dudley.



July's Business of the Month

Heritage Acton was named Halton Hills Chamber of Commerce Business of the Month for July, and Chamber reps Lana Walsma and Norm Paget (right) presented the sign to Heritage Acton chair Ron Birrell. Centre row, from left, members included George Henderson and Betty McDowell and in back Robert Bedard, Ev Bedard, Lloyd McIntyre, Arlene and Norman Humphreys.

Photo by Ted Brown

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