



### The First 100 Days of New Leadership



"I don't have *time* to spend with my employees," the new vice president complained. "I am always running to a meeting or trying to catch up on phone calls or trying to make sure I am reading what I need to read or signing papers. My employees should know what they need to do."

This new executive was in the first 100 days on the job, and he was failing. Why?

He was invisible to his people. He took over the job but his employees barely saw him. He didn't walk around. He didn't know where their offices were. His office door was open, but he wasn't there when his employees could see him. He made a cursory showing at a few official events, but he didn't talk with anyone who worked for him. He was too busy chatting with the other vice presidents and the CEO.

His team noticed. They felt he didn't care about them. As a result, less than three months after he took over, his people essentially dismissed him as one of those bosses who is more worried about his own career than helping his people. He lost the respect of his team and their productivity fell.

The first 30, 60, and 90 days of a new position of responsibility are critically important. The "first 100 days" of a US presidency, an expression first used on July 24, 1933 in a radio address by U.S. President Franklin D. Roosevelt, is now used to predict the future successes and failures of the 4-year term. We often use the term the

### Mary's Updates

#### NSA Winter Conference



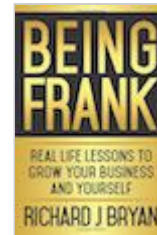
NSA Colorado Speaker's Academy

Three months into 2015, and we're seeing that more and more organizations looking for practical and motivational leadership content in keynotes and workshops.

Aside from my leadership talks at events, I also share information and tips in articles on leadership, management, business practices, profits growth and more on my website. You are welcome to use them!

<http://productiveleaders.com/articles/>

### Mary's Book of the Month



[Being Frank](#)  
by Richard Bryan

Richard's story about how he and Frank turned around a multi-million dollar automobile company in England is a

“first 90 days” because most businesses use a quarterly approach to measuring profits and losses.

Your first weeks on any new job are the most important. Our VP was failing and, to his credit, he knew it. But he also didn't know how to change it. “I don't know what I am doing wrong,” he confessed.

He thought his new job would be easier than his last, with fewer hours and fewer demands. But he was barely keeping up. The idea of leaving his office, walking around, and talking to the 50 people who worked for him was pushed to the “important but not urgent” category.

His people complained that he didn't understand them, didn't connect with them, and didn't care about them. Within 12 months, he was “removed” because he could not coalesce the people assigned to his department. We met him when he was looking for his next job, and he did not want to make the same mistakes.

People need leaders who show up and show they are interested, both in the mission and the people who carry out the mission. Workers want to know that their supervisors know and appreciate the work they do.

New leaders and managers often make 4 critical mistakes:

1. They believe they will have more unscheduled time that they can use to spend with their employees.
2. They miscalculate what they need to accomplish in the first 100 days that set themselves up for success over the long term.
3. They underestimate the additional demands of the job; more meetings, more phone calls, more presentations, more client functions, and far, far more paperwork.
4. They don't realize how closely they are being watched by subordinates when they assume the job.

Remember, the bosses hired you. They are ones who want you in that job. They are sold on you. It is the employees who are uncertain. THEY should be your priority.

Make your first 100 days count.

*Please share your feedback on this article on [my blog](#).*

## What Does Mary Do?

We don't assume, so here is a brief list of what Mary does:

1. Motivational leadership keynote programs and breakout speaking for

fascinating read that provides terrific life and business lessons. Written in a narrative form, this book reads quickly and easily and is a thoroughly enjoyable read.

I liked the appendix, which lists the 24 leadership lessons, such as #6 “You don't have to have all the answers. Just learn to ask better questions and then listen to what your people are telling you.”

Number 21 was “To survive you must be aware of the constantly changing business environment and adapt accordingly. Failure to do so will result in a terminal decline.”

Richard is a wonderful friend, and it was a pleasure learning more about him in this book.

Highly recommended for managers who need a short burst of motivation to maintain focus and direction.

## Twitter and Social Media

Most people are visual, so add images to tweets for more impact. According to Social Media Examiner:

“Every second, on average, around 6,000 tweets are tweeted on Twitter which corresponds to over 350,000 tweets sent per minute, 500 million tweets per day and around 200 billion tweets per year.”

Adding visual appeal to your tweet is a smart way to get your most important content noticed.

## Connect with Mary



## Pet Tip

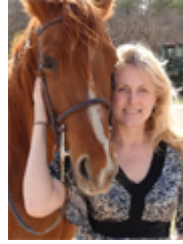
If your dog has furry feet, “scoop” the pad. That is, trim the hair that grows between your dog's toes and under his feet during the winter to prevent ice buildup between the paw pads. I use electric clippers because they are safer next to skin than scissors.



- conferences, convention, banquets  
and events
2. Women's leadership events,  
particularly in the real estate,  
insurance, medical, and financial  
sectors
  3. Executive coaching
  4. Strategic business planning

Call Mary at 719-357-7360 for a free initial  
consultation.

## Thank You for Reading this Newsletter



Do you anyone planning  
a conference who needs  
a motivational leadership  
speaker, or a business  
that needs a push  
forward? Please [contact  
me](#).

I sincerely appreciate  
your referrals!

*Mary C. Kelly*

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over twenty years of leadership experience and a diverse background leading teams in the U.S. and abroad, Dr. Mary Kelly makes  
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