

# PARALLEL LEADERS

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### MAXIMIZING MOMENTUM: HOW TO BUILD AND SUSTAIN ENERGY

#### 1. Integrity builds trust in an organization.

This is more than honesty and respect. This is about taking ownership of responsibilities, being proactive in understanding them, and being willing to be held accountable for results. Accountability is essential in maintaining integrity, both in being held accountable and holding oneself accountable to the organization's established standards. Without it, there is no safety for your team.

#### 2. Building Trust unlocks creativity.

Integrity fosters trust, and trust leads to enhanced creativity. The reason for this is that trust is the foundation of all relationships, and the more trust there is in a relationship, the more valuable currency there is. It's like having a pocket full of change - the more change you have, the more you can give and the more leniency you can afford. Conversely, if you keep drawing on this currency without replenishing it, eventually, the relationship will break down. Trust is about having a sense of security and confidence when dealing with someone, being able to predict how they will react, and earning credibility over time.

As leaders, we can cultivate trust and use it to unlock creativity by:

- A. Leading by example. The higher up you go in an organization, the more important it is to set an example of being personal, authentic, and present.
- B. Realizing trust starts with the leader and then carries over to the relationships within the team.
- C. Understanding that building trust is crucial for the longevity of the organization, and it allows everyone to use their natural instincts.

#### 3. Unlocking Creativity creates momentum.

Building trust unlocks creativity, which in turn creates momentum. Creativity and

intuition are closely linked, and trust is necessary to unlock intuition. This allows us to make decisions based on gut feelings rather than constantly seeking outside advice.

While head knowledge is important, intuition is crucial for reaching untapped potential. When teams have trust, they feel safe to share their ideas, creating a collective collaboration to maximize creativity and intuition. This allows for the best idea to win, rather than just whose idea it might be. It allows us to focus on the possibilities and not just probabilities.

#### **4. Consistent momentum establishes belief.**

Belief plays a crucial role in establishing consistent momentum and rational energy. When people have a strong belief in what they are doing, they tend to problem-solve quicker, communicate better, and care more about one another, leading to a more productive output for the organization.

A strong belief enables people to dream bigger and recognize potential pitfalls versus potential leverage points, thus creating the energy that leads to further success. Belief further strengthens alignment, increases confidence, and sets the energy in motion, allowing people to achieve their goals more effectively.

Success, in turn, breeds more success, creating a positive momentum.

### **DISCUSSION QUESTIONS + ACTION STEPS**

**1** How can accountability be a challenge in volunteer organizations?

**2** Have you ever experienced a situation where a lack of trust hindered a relationship or opportunity? How could trust have been built or restored in that situation?

