Humanity is the Key To Leadership Reveal Limitless Communications

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In business people want leaders to be either super-machines or super-heroes but they always seem to fall short, claims Limitless Communications. They reveal their top three approaches that make a winning leadership formula by showing humanity.

The business environment can be stressful, trying and at times even aggressive which is why it takes a certain kind of person to succeed as a business leader. With so many pressures and responsibilities resting on their shoulders it has long been believed that to succeed leaders must hide their vulnerabilities in order to stay strong at the helm and steer their team towards a shared goal. By remaining aloof and driven it was believed that business leaders would be able to minimize risk and perform consistently no matter what the challenge which, in an unpredictable economic climate was almost a necessity. However Limitless Communications, a sales and marketing firm from Cork, Ireland believe that by distancing themselves from others and focusing only on the prize at stake, leaders could be causing more harm than good.

Limitless Communications believe that to get ahead as a leader, it's time to take a more hands on, humanistic approach. The firm have shared the reasons they believe it to be important for leaders to embrace emotion rather than hiding it and how this can help accelerate business growth.

Emotion

Healthy relationships are key to business success and without emotion business leaders will have a hard time connecting to others in the workplace. This can cause animosity within the workplace and make it difficult for leaders to gain the trust and support of their teams. Showing emotion to people within their teams, whether positive or negative will help forge lasting connections and boost loyalty among workers.

Whimsy

Every individual has their own odd quirks or mannerisms, it's what makes them, them. By recognising and exposing these quirks business leaders will be able to close the employee, employer gap and build up real, human connections with their teams.

Doubt

Being headstrong can be a huge advantage in many situations, however Limitless Communications believe that the best business leaders accept doubt and learn how to use it to their advantage. Expressing doubt opens up the floor to new ideas and allows others to feel comfortable enough to offer alternative solutions. Not only can this improve business efficiencies, it can also dramatically improve internal relationships, increase team confidence and cement a 'can do' attitude.

Based in Cork, Ireland Limitless Communications is a leading sale and direct marketing firm that specialises in innovative and effective sales and marketing solutions. Through face to face, honest customer interactions the firm meet with their client's consumers in person in order to build up a comprehensive profile of each individual customer's needs and values. The firm use the information collected through customer interactions to tailor a unique service for each customer which helps to boost brand loyalty and increases sales for their clients. As well as designing and implementing each campaign Limitless Communications manage each of their clients campaigns so that they can track the progress and make changes in alignment with market trends and changing consumer behaviour. This ensures maximum results for their clients with minimal risk and provides their clients with the means to grow and expand their businesses successfully in the future.

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