Want to be a Better Leader? Citipeak Promotions will Show You How.

Monday 1 September, 2014

Managing Director of Citipeak Promotions, Nick Johnson, gives 4 top tips on how to become a better business leader.

A common misconception about business leadership is that it all revolves around the personal qualities of the manager. The truth is that to become a successful manager, the development of the company must be seen as a group effort. Professional growth is no longer just about an individual, rather the company as a whole.

Citipeak Promotions, an outsourced sales and marketing firm based in London, is run by successful business owner and leader, Nick Johnson. The firm was established in early 2010 and has since expanded its market reach to other major UK cities including Birmingham, Newcastle, Cardiff and Manchester. The firm's continued success has been attributed to many things; one major factor is the leadership mentality that Nick Johnson has instilled in the firm.

Citipeak Promotions has highlighted 4 key areas that will make any business professional a better leader.

1.Listen

Citipeak Promotions believe that one of the most important traits in leadership is the ability to listen. Time should be taken to sit down with individuals and listen to thoughts, suggestions and concerns. By giving people a voice that is heard, morale will be boosted and this will in turn help long term business growth.

2.Be Approachable

A successful leader will give individuals the opportunity to be heard and will ensure people feel comfortable within the process. By being approachable, Citipeak Promotions believe it will result in stronger team relationships and an overall stronger company.

3.Get to know Individuals

Citipeak Promotions run an open door policy; gone are the days of leaders sitting behind a closed office door. The firm believe that the best leaders get to know everyone on a personal level as well and professionally.

4.Hold yourself Accountable

Even though positive leadership is collaborative, those in charge must be held responsible for performing tasks according to high standards. If leaders arrive to work with a positive, upbeat attitude, work hard and show they care about the business and its aims this will rub off on others within the company.

'Effective business leadership demands a captain of the ship, not just someone who's standing by the helm' explained Nick Johnson, MD of Citipeak Promotions. 'Leadership is active, not passive. A leader is a person who directs the activities of others for the good of all. Anyone can be a leader, even if the only person they're leading is themselves' added Nick Johnson.

Media:



Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

Citipeak Promotions :: Nick Johnson :: Development :: Small Business :: Entrepreneurs :: Leadership ::

Scan Me:

Company Contact:

_

Citipeak Promotions Ltd

T. 020 8150 7231
E. admin@citipeakpromotions.co.uk
W. https://www.citipeakpromotions.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.citipeak-promotions-ltd.pressat.co.uk