

Key Takeaways: Lesson 3 – Leadership Balance

1. In order to be the leader of a Destination Business, you have to balance between many different roles. But the most important role is leading your company forward toward the Vision of the business that you desire.
2. There are times when you will be the only one who can accomplish the task at hand. Make sure that the time you are spending on tasks is something that only you can do. Nothing is more limited than your time.
3. Do not let perfectionism get in the way of getting things accomplished.
4. Every action you take to grow your business will have a future Impact and a corresponding amount of Effort (time, money, and energy) to make it happen. Before committing to changes in your business, evaluate the Impact/Effort of that change.
5. To gain momentum, implement High Impact, Low Effort activities that will be visible to consumers and your employees. In this way, you'll create rapid, positive change through smaller, incremental actions.
6. You must take time to be healthy. Your health is tied to your energy, your leadership, and your longevity. Dedicate yourself to leading a healthier lifestyle every day.

What's Your Most Important Takeaway from this Lesson?
