



EBMag is featuring a different guest editor on this page every issue during our 50th anniversary year. You can always reach the editor at acapkun@annexweb.com.

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Inspire or expire!

In a world constantly being hit with one crisis after another, the challenge for leaders is to ensure their organizations remain relevant to customers, employees and shareholders. Creating value during times of uncertainty requires the hearts and minds of everyone in the organization to be fully focused on achieving results.

It is sad to see organizations with an inordinate number of *going-through-the-motions* employees, but don't blame them; the onus is on the leadership team to create an environment where people willingly give that little extra.

In times of crisis, one must be aware of the potential dangers that lurk in the shadows while being mindful of the opportunities that really do exist. Hunkering down in the bunker promotes retrenchment and, granted, may help an organization survive, but the opportunities to *thrive* may also be missed!

When times are difficult or challenging, managers all too often focus almost exclusively on the immense number of problems that exist. They will focus all of their energy on eradicating the problems, even when it means lobotomizing the organization.

True leaders, on the other hand, recognize there will

always be good times and tough times. During tough times, they concentrate on short-term goals while executing all tasks flawlessly, but never at the expense of keeping their eyes open to opportunities.

In today's economic environment, collaboration, creativity and innovation are the keys to progress. Leaders (and those who follow them) must wield these keys and focus on the things they can do together. Be they employees, customers or suppliers, people will willingly and loyally follow someone when they believe the destination is purposeful and worthy.

Enjoying success today is one thing; ensuring that success is attained again tomorrow, in a changed world, requires a heavy dose of inspiration and a focus on the future.

Relevancy for your company is about combining people, products and services in new ways to create better value propositions—that are both desired and sustainable—to all stakeholders. It is about creating more benefits for sticking with an organization's people, products and services. And this only happens when leaders lead from the front lines, inspiring people to act.

Whereas managers say *Go!*, leaders say *Let's go!* **EB**



Spotlight on energy management

In this edition, Electrical Business turns the spotlight onto energy management, with some feature articles discussing how—when you manage what you measure—you can save!

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