

LEADERSHIP PRESENCE:
WHAT WOULD LADY GAGA DO (WWLGD)?

*The Ability to Move
an Audience Can
Shape the Trajectory
of Your Career.*

– Ron Crossland

Leadership:
*The act of guiding or
directing a group.*

Presence:
*A person's bearing,
especially when it
commands respectful
attention.*

She's the "Mother of all little monsters" (Ellen De Generes) who's earned 90 million in 2011 and, as of this writing, nearly 47 million face book fans. Not enough? How about the callout from Forbes as number 7 of the world's most powerful women? And for those of you who resent that tall, handsome men command all the attention and credit, here's another statistic: Lady Gaga is just over 5 foot tall (heels notwithstanding). If you've received feedback that you could use more "Leadership Presence", kick back and check out one of Lady Gaga's Youtube videos.

First, watch her. Who else in the world could get away with those hideous outfits? Observe how she takes the stage or interview chair. Notice the perfect posture, measured cadence and lack of wasted movement. There are no unnecessary hand gestures or nervous motions.

Compare that to the female leader who recently requested my help because she was losing the support of her team. In our first hour, she flicked her hair off her shoulders 18 times – a nervous gesture that spoke volumes about her lack of confidence and power.

WWLGD? Tame any wasted motion and nervous habits that detract from your appearance. By the way, the best way to do that is to focus externally. Don't wonder how you're doing. Wonder what your team or audience is gaining from engaging with you.

Next, do you know your leadership message? Lady Gaga does. She grabs our attention with her look. And then, she lets her audience have it with her message. She's consistently lets us know that (1) she's grateful for her fans and (2) insists on everyone's right to be authentic.

WWLGD? Know your message. Be prepared to convey it using stories and examples. Be sure it's from your heart, because if you create it to simply sound good, eventually stress will catch up, blow your cover and you can kiss your credibility goodbye.

Check out the lyrics below. Is there anyone reading this who hasn't had the following lines stuck in his/her mind (like I did, for three days)?

Rah rah ah ah ah

Roma roma ma

Gaga oh la la

Wouldn't it be nice if your messages created that much impact?

BOTTOM LINE: WWLGD? Lady Gaga and influential leaders eliminate wasted movement. They create a memorable message, keeping it simple and delivering with punch. They use compelling methods for inspiring others and tapping their imaginations.