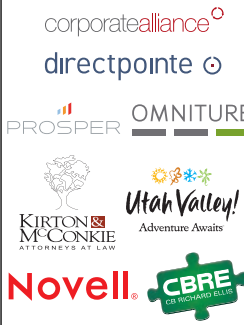


PUBLISHER	Matt Bennett
EDITOR	Jeanette Bennett
MANAGING EDITOR	Briana H. Stewart
ASSOCIATE EDITORS	Greg Bennett Ashley Dickson
ART DIRECTOR	David B. Blackhurst
OFFICE MANAGER	Shelley Park
AD DESIGNER	Jessica Peterson
CIRCULATION MANAGER	Kimberly Christenson
AD MANAGER	Roxanne Bennett
ACCOUNT REPRESENTATIVES	Stacy Beck Allison Yeager Ali Dyer Tracy Schultz
INTERNS	Amanda Crabtree Breanna Bennett
PUBLISHED FOUR TIMES A YEAR BY	Bennett Communications 424 W. 800 North, Ste. 201 Orem, UT 84057
ADVERTISING INFORMATION	(801) 802-0200 editor@uvmag.com
COMPLIMENTARY SUBSCRIPTION INFORMATION	(801) 802-0200 circulation@uvmag.com
PARTICIPATING DISTRIBUTION PARTNERS	Provo-Orem Chamber of Commerce, Corporate Alliance, Utah Valley Home Builders Association, Small Business Development Center, LDS Employment Services, CEDO
EDITORIAL BOARD	

Utah Valley Business Quarterly is a trademark of Bennett Communications, Inc.

Utah Valley Business Quarterly is published four times per year and mailed at no cost to all business license holders in Utah Valley, as well as other local business leaders. For back issues or reprint inquiries, please call our office at (801) 802-0200.

Utah Valley Business Quarterly magazine is not responsible for unsolicited materials.



Getting Your Ducks in a Row

JARROD HUNT
 Vice President, CB Richard Ellis

I've been reminded of an important trait of human nature this summer, thanks to my son's school project that led to our family raising some ducks. Yes, ducks.

It's been interesting to watch them from their hatching to now. Turns out you can't herd ducks. They need to be led — led to their cage at night, led to their food and led on the occasional stroll around the neighborhood. If they feel pushed, the "duck rodeo" begins.

We are like ducks. Yes, ducks. We like to be led, not pushed. We especially like to be led to good things by good people.

In the business world — like everything else — there are good leaders and not-so-good leaders. One trait of a good leader is example. If a leader has the ability to guide and inspire by example, the hard work is done. Gone is the petty negativity, which comes when subordinates feel like their leader can't relate to them or is somewhat detached from the "real world."

Although it seems small, an undercurrent of negativity can have a dramatic effect on the organization's culture and its productivity. I have

seen businesses fail because the leadership did not understand the power of their own example. They were pushing, not leading.

It is difficult to ask for extra effort within a group if the leader does not demonstrate his willingness to do the same. A leader must show that what he demands of the organization is so essential he strives to meet those objectives as well. A leader must also make sure the group has the resources necessary to be successful. He must provide them with a clearly communicated game plan and be committed to their success. And with all of these components in place, anything can be accomplished.

Effective leadership should also foster an environment where the team is No. 1 — not the leader. This will quickly create a positive atmosphere where productivity is guaranteed to increase. Ensuring that all members of the team share in the rewards that come from success is paramount. People like to be recognized for good work, even in non-monetary ways.

When looking at how you're handling situations, think of the ducks and of how you are leading. And leave the "duck rodeos" to the farm. **Q**