

# BENNETT

communications

## OWNERS

Matt Bennett  
Jeanette Bennett

## AWARDS

Best Overall Magazine in Utah  
Utah Valley BusinessQ,  
Society of Professional Journalists, 2008

Second Place, Best Overall Magazine in Utah  
Utah Valley Magazine,  
Society of Professional Journalists, 2008

Third Place, Cover Design  
Utah Valley BusinessQ,  
Society of Professional Journalists, 2008

2005 Small Business of the Year,  
Arthur Watkins Award, Provo-Orem Chamber

## MEMBERS OF

Provo-Orem Chamber of Commerce  
Corporate Alliance  
Utah Valley Home Builders Association  
Park City Area Home Builders Association  
Salt Lake Home Builders Association

## PUBLISHERS OF

Utah Valley Magazine  
Utah Valley Bride  
Utah Valley BusinessQ Magazine  
UVHBA Parade of Homes  
UVHBA Building and Home Improvement Guide  
BYU Football Preseason Guide  
Orem Summerfest Magazine  
Park City Area Showcase of Homes Magazine  
PCAHBA Resource Guide  
Corporate Alliance Magazine  
Salt Lake Parade of Homes Magazine  
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## LOCATION

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### Utah Valley BusinessQ

Winter 2008  
Advertising space deadline:  
October 31, 2008

### Utah Valley Magazine

November/December 2008  
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## A letter from our editorial board >>

FALL 2008



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## Leader vs. Boss

**JEFF RUST**

President, Corporate Alliance

I recently had the great opportunity of listening to Madeline Albright (former secretary of state under Bill Clinton) and Glenn Beck (conservative talk show host) share their concerns for this great country. Though their politics differ greatly, their love of country and message seemed extremely similar ... “We need a leader!”

I know many of BusinessQ’s readers bear the calling of “boss.” But I want to discuss the differences between being a boss and a leader.

### Inspiration

I am amazed George Washington’s men would walk barefoot through snow, cross icy rivers and suffer extreme privation. But they were not fighting for George Washington alone. They were fighting for a cause — something greater, something inspiring. As a leader, General Washington reminded his troops of the cause they were fighting for, and that, combined with his example (burning passion), inspired the most out of his men.

Do you inspire your office troops to work for a cause, or do you simply require a job of them? Share your company’s vision and talk with your people about their dreams. You will create inspired and motivated employees.

### Humility

Jim Collins’ book “Good to Great” speaks about great companies being led by “level 5 leaders.” One of the

common traits of “level 5 leaders” is humility. They know that alone they do not hold all of the answers. Thereby, they surround themselves with other strong-minded individuals. In the boardroom, they crave spirited debates over ideas, realizing the path to the best idea often comes through debate. A “boss” puts himself upon a pedestal with all of the answers, but a “leader” empowers people to think, debate and discover the right answers.

### Honesty and Trust

There is a natural distrust between employees and bosses. But the paradigm of successful leaders is different — they gain the trust and respect of those they are asked to lead. Honest and consistent feedback (positive and negative) is part of a leader’s culture.

A great book titled “Leadership and Self-deception” talks about “getting out of the box” with people and effectively seeing issues from their perspective. This increases a leader’s ability to promote change. Conversely, poor communication is like gasoline to a fire of rumors and negativity. A boss will react to the animosity, but a leader will go to the source of the problem and make changes.

I have been fortunate to work with a number of leaders and am personally striving to be more of a leader and less of a boss. This country and community need more leaders, so let’s all go to work and answer the call. **Q**