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Ghostwriting Sample: Leadership Speech for U.S. Army Senior Manager

Flexibility, innovation, strategy: Leadership and change demand all of these components and more. Humility must infuse these components, too, because in order to move forward with leadership and change, one must move out of the way to let them flourish. Only then is it possible to begin to connect leadership and change to theories and styles that cultivate progress in order to reach a goal.

My name is [client name hidden]. This year, it is my honor to present the Leadership and Organizational Change Workshop to you, a workshop for the Master Level Participants in Leadership and Organizational Change. I work as a Senior Manager in the U.S. Army and naturally, my experience in leadership and change pertains to that field. But what you learn today in this workshop module applies to all organizations. Finally, this presentation contains no standard military gray template because I want to engage you, not enrage you. Yes, even us military folk know how dreary that template looks.

Let's begin with three key points about change:

1. Change emerges organically.
2. Change emerges from planning.
3. The origins of change can be positive or negative.

Change either emerges organically or from planning. Sometimes change is positive and sometimes change is negative. One major thing to remember about change is that it should never come from the leader's personal need. It must always come from an organizational need, whether that needs forms from an internal or external change agent. This holds true for all organizations. It might come in the form of a terrorist attack, a fire, a massive award, or it might come from the need to plan for a technology transformation. While the origins of change can be positive or negative, resistance often arises even if the origins of change are positive. This demands a look at meaning.

The following three key points define meaning as it connects to change:

1. Meaning plays a crucial role in change.
2. Think about how much you depend on your job and what it means to, and about, you.
3. Think about learning that tomorrow, your job will be obsolete then consider how change breeds resistance because of meaning even with a guaranteed new position.

Change proves difficult for a multitude of reasons. Some followers resist change because change creates fear. For instance, many employees identify their meaning directly with the work they do. Imagine that you love your job because you love the challenge and benefit it brings to your life. You just bought a house. You want to have kids. Suddenly, your

organization announces a merger. What does this mean for your meaning? And if you are a leader, what does it mean for the people you lead and your leadership? All of this leads to the first rule of humility: Proceed ethically with all plans, approaches, and implementations of change. Never assume that as a leader, you know what is best, that your ego demands a change, or that everyone supports you in a change endeavor. Never forget about organizational identity on individual or collective levels. Communication plays a crucial role here.

Consider the role of effective communication in leadership. If no one understand what drives me to lead a certain way or why I want something done, then why would they do it? Just to earn a paycheck? That means that the job will not be done the way I want it. I need to make sure that I make myself clear to prevent injuries and worse, of course, but I need to make sure that the people who follow me want to elevate the work we do, and they only do that when they know why we do something and why it is important. They may not have every bit of information pertaining to why a job needs to be done, but they know from me that what I expect them to do matters. I make that clear, so they know that I value what they do and their presence. And communication means listening. If I fail to listen, then how can I lead? The answer: I can't.