



The Law of Replication **People Do What They See**

*"To be a leader, you have to make people want to follow you,
and nobody wants to follow someone who doesn't know where he is going."*

-Joe Namath

The Law of Modeling: People do what they see. We attract who we are, not who we want. Only secure leaders give power and security to others. People want to follow those who take them on a journey, rather than just point the way. You can't add value to others if you don't have it yourself to give. Model results you want and people will grow.

The "Law" of Attraction?

There has been a movement for the past two decades based on a book called, "The Secret." The book says that you will attract what you want by just concentrating on that and the "universe" will give it to you. Many people have read and followed the teachings of the book only to be disappointed in their results. Why? Because just thinking about what we want doesn't make it happen. Life doesn't work that way. We must be actively involved and have realistic goals to succeed in any endeavor. Just wanting a change doesn't bring it about.

You can desire the best employees, the best customers, the best clients, but you will naturally attract people like yourself. At a conference, a man came to me during a break to tell me about a problem he had with employees who were not very friendly to his customers. They were short, curt and almost rude to people when they came into his business. He was actually losing customers by their attitudes. He had read "The Law of Attraction" and was disappointed that he hadn't attracted better staff.

He told me that he had been in the position of office manager about a year. Prior to that he worked comfortably in a back room where he could run figures and work on the computer, without interference or contact with people. When he was promoted after the previous manager left, he kept the same practice of working in the back in the manager's office. He came in each morning through a back door and only came out of his office once or twice daily to get coffee or hand off orders to an assistant.

He seemed surprised that his front line staff on the team weren't being nice and outgoing to his customers. He wanted me to change their behavior for him, because his insistence wasn't having any effect on their actions.

His employees saw him neglecting and often ignoring them, regardless of what he told them he wanted them to do. What he had unwittingly done was model his behavior for everyone, rather than the behavior he wanted.

People will do what they see.

I've learned in various jobs that the leader's behavior is always replicated by the followers. We often want to hire people who will do what we won't do for ourselves. The result is that we get who we already are; not who we want.

If you tell me you want to hire hard-working employees, my first question is, "Are you hard working? What would your people say if I asked them that question?" If you say you want friendly people to attract your customers, I want to know how friendly you come across to other people you work with on the job. If you say you want people who add value to others, I want to know how much value you are already adding to others now. Because if you have an office filled with people who don't add value to other people, I know they aren't learning how to do it from you.

An Infectious Leader

Dr. John C. Maxwell uses the illustration that most leaders see themselves as either travel agents or tour guides. A travel agent sends people places they aren't going. They have read the reviews on the tours and the resorts. They have studied material on the area and the amenities. But most of them aren't actually going along with the people they are sending to those locations.

A tour guide takes their followers with them. Have you ever been on a vacation/holiday trip and seen tour groups following a leader holding up a tall pole or banner? The group can see where the leader is and know where they are going each step of the way. They have confidence that the leader will be with them on the journey.

An insecure leader has never empowered anyone.

It takes a lot of security to lead people and know they will follow. Many leaders project insecurity about their position and belief in themselves. When I was a Minister of Youth, I hired a musician for a retreat my group was having. Paul had an outgoing personality and got the young people involved from the moment he was onstage. Our group was tough to motivate, but in Paul's hands, they couldn't wait for more. I asked him what his secret was and he smiled and said, "Always look like you are having more fun than everyone else, and it will be contagious." I went on many other retreats with Paul and whatever the mood of the group at the beginning, he always got them excited from the start. More people hired Paul because of his infectious attitude.

If you can't project security, people won't want to go with you on the journey. If you have people who don't do what you tell them to do, it may be because they don't see you doing it yourself. You've heard the phrase, "Monkey see, monkey do," right? Employees, salespeople, customer service representatives see, then they do what you are doing. It's viral.

Super Models

The difference between successful people and successful leaders is this: Successful people have discovered what they are good at doing. But successful leaders have discovered what other people are good at doing and bring them alongside to encourage, hone their skills, train, equip and empower them to do it more often. I've learned that when I speak with confidence, more people enjoy it and are engaging with me and the program. If I am a "poor-mouthed" person, I will attract only poor-mouthed people in my wake. If I am timid and don't like to reach out to others, I can't expect my sales staff or customer service people to do the opposite of what they see me doing.

Many years ago, a man named "Vandy" taught me sales techniques. He modeled the behavior they wanted to see in me. It worked each time. He didn't yell, "Get off your backside and go sell!" Vandy took me with him, showed me how he attracted people, added value, showed friendliness... then watched me do it the next time. Then he said, repeat what you saw me do for you in someone else's life.

Vandy modeled the behavior he wanted to see in me, equipped me with his behavior and then let me go out and try it myself as he observed. I still use it today... and lead others to do the same.

People won't go along with you if they can't get along with you.

You can't take people to many places, if you won't go there yourself. Otherwise, you are just painting a blurry picture and reinforcing bad behaviors by your actions. Your people will do what they see you doing.

If you want the best employees, you need to become the best leader you can be. If you want people who will grow as future leaders, what are you doing to grow yourself daily? The more you want to grow other people, the more you need to grow yourself frequently. Don't be surprised if you avoid taking actions in your own life, then see no results in the lives of your team.

Commit now to learn something new, a new technique, a new habit, a new skill that you can show others and take them on the journey with you to success and fulfillment. Commit to adding value to people and watch them repeat your actions in the lives of others.

*Before you are a leader, success is all about growing yourself.
When you become a leader, success is all about growing others.”
– Jack Welch*

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