



## Episode 20 - Leading Groups Effectively For Scale (Part One: Vectors)

How can you lead your team effectively towards scale? In Part One of my three-part series on leading groups effectively towards scale, I focus on vectors and, specifically, why you should think about every person in your team as a vector.

Doing this can have a *huge* impact on how you lead your team for growth.

But first... let's explore what ineffective leadership looks like so that you know what *not* to do.

### How Do You Know If Your Leadership Approach Needs Some Work?

Ineffective group leadership becomes apparent when you begin to feel overwhelmed. You have too many people to lead or at least, you *think* you do.

Holding a group of people accountable is exhausting. As your team continues to grow and the stress of leading a larger team multiplies, you might be tempted to go back to the 'good old days' when you had a much smaller roster.

However, going backward is *not* the solution.

### How To Achieve Alignment

Here's one of my all-time favorite quotes from Elon Musk:

***“Every person in your company is a vector. Your progress is determined by the sum of all vectors.” – Elon Musk***

According to the [Merriam-Webster Dictionary](#), a vector is, “A quantity that has a magnitude and a direction that is commonly represented by a direct line segment whose length represents magnitude and whose orientation in space represents the direction.”

The core truth is that everyone in your organization is in motion. Every person is moving in a personal or professional direction, whether you realize it or not.

All people are in motion.

Every decision you make points you in a certain direction... and it's the same case for each of your vectors.

***“Our job as leaders (towards getting alignment and leading groups effectively towards scale), is understanding the principle of alignment.”  
– Seth Campbell***

## 5 Key Rules For Aligning Your Team

### 1. The Leadership Position

Should you lead from the front, back, or sides?

I get asked this question all the time and the answer is always YES to all of it.

Your goal is *alignment*.

***“Remember that the goal is alignment because your method changes, but your goal won't.” – Seth Campbell***

Where you lead from depends on the situation.

- Lead from the front in times of emergency
- Lead from the back when developing other leaders who are ready to lead vectors in the desired direction
- Lead from the side when you're guiding vectors in the direction you need them to go (while making sure they don't 'derail' from the main goal)

### 2. Communication

What should you do when people need help?

You have a few options. You can choose the self-discovery method, which helps to develop leaders within your team. Or you can help them discover the right answer. Either way, you must identify your goal of alignment.

***“Communication is about giving direction publicly, privately, and constantly.” – Seth Campbell***

A new team member will need more help in the beginning. You will need to give them more direction *before* you can give them the freedom to make big decisions for themselves and the company.

**Top Tip** – When someone needs your help, remind them what the goal is and what you want to achieve. Then, ask them what they think the right answer is to help achieve that goal.

***“My communication method, whether it's self-discovery or giving answers... is to give direction. I insert direction in every single conversation no matter what.” – Seth Campbell***

### **3. The ‘Lost Sheep’ Rule**

What should the shepherd do when one sheep (or vector) wanders off?

Should you let them get lost or should you guide them back to the flock?

As the leader, it’s your responsibility to bring your team together. When a vector starts to wander off the path, you’ve got to point them in the right direction to get back to where they need to be to succeed.

Again, you must remember that all people are moving *all* the time. So, what do you do when one of your vectors stops heading in the same direction as the rest of the company?

My advice is to speak to them privately. There is no need to bring it to everyone’s attention. I prefer to pull them aside and make sure that our directions are aligned.

***“The lost sheep rule is - move fast and help pull the vector back in alignment. Don't let it go too far or you might come back to a scatter.”  
– Seth Campbell***

### **4. Updates**

Keep your team updated. This means not giving in to the little voice in your head that’s telling you that you don’t need any more meetings with your team. Meetings are so important to make sure that everyone is on the same page.

If you stop updating, it won't be long before the vectors start wandering off in different directions.

Remind your vectors what direction the company is headed. It's not enough to just remind yourself about it. You've got to include your vectors and make sure that everyone is moving in the same direction.

One of the biggest mistakes a leader can make is hosting meetings with different directions. They often get so concerned with making the meetings more entertaining, that they lose sight of alignment. Or they start calculating the cost of meetings instead of the cost of realigning a bunch of vectors later.

***“Updates are about constant group meetings and communication about direction, alignment and giving updates on how the company is doing.”  
– Seth Campbell***

## **5. Timing**

***“Great teams fizzle out, that is an absolute law of nature.”  
– Seth Campbell***

Why do great teams fizzle out?

Well, it's most often because the leader set a finish line rather than a milestone.

The solution is simple.

When you reach 70% of your existing goal, SET THE NEXT GOAL.

Human motivation is at its highest right before a person reaches the goal. By the time that goal is reached, motivation has declined.

As you can imagine, if you're leading a group of people, you can't afford to have decreased motivation. Make sure that you always set the next milestone once you've reached 70% of the way towards hitting the previous goal.

***“By the time you cross that milestone, the leader must already have been speaking about the greater direction.” – Seth Campbell***

Avoid defining any type of finish line. Exhaustion comes from having a finish line and completing it only to discover there is a new finish line in its place.

Instead, define milestones and take time to celebrate each one that you complete. Focus on getting to the *next* milestone towards a greater, overall mission.

## Summary: The 5 Key Rules

1. Leadership position
2. Communication
3. The 'lost sheep' rule
4. Updates
5. Timing

In the next episode we'll be going over Part Two - How To Effectively Create and Lead Three Distinct Subgroups. In the meantime remember to check in with yourself and your team - are you in alignment to scale? If not, use the discussion guide below to help work through what you need to do using 5 Key Rules introduced above. Focus Forward!

### Discussion Guide:

Here are a few simple questions to help you align the direction of your vectors with the direction of the company:

**1. What direction is your company headed? In other words, what is your vision for the future of the company?**

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**2. What direction is your team (or specific members within your team) headed?**

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**3. Are these two things aligned? Is your team headed in the same direction that you and the company need them to?**

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#### **Mentioned in this episode:**

- [Merriam-Webster Dictionary](#) (Vector definition)

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