



GOODMAN  
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MANAGEMENT

## **The Best Leaders Are Empaths!**

By: Paul Assaiante

As I travel around the world speaking to companies, and teams, I am invariably privy to some leader who speaks to the assemblage as if success is a scoreboard! Looking back on the last year and forward to the next with an eye on metrics! How did we do? Did we reach our goals and how do we assign the goals for the next year.....metrics!

I cannot help but think that this person is missing the point. If you want to achieve more, FOCUS on people. If you take care of people, the scoreboard will take care of itself, not the other way around!

So, you ask, how do we take care of people? How do we inspire, motivate, constructively critique and challenge? By first understanding where this person is and where they are coming from. You must put yourself on the other side of the desk and put yourself in this person's shoes. EMPATHY leading to a better understanding of this person, and thereby being more able to successfully lead.

**Note:** be very aware of the fact that just as everyone is different, they also need to be treated differently!

I used to coach my players in the same way. While that may have worked in the early seventies, it is a practice that now will only create chaos. Get to know each person under your watch and develop a language that is for both of you, only!

I recently spoke at the world squash championships and was asked "What is the single greatest talent, a leader must have?" My answer: EMPATHY



Paul Assaiante is currently the Men's Squash and Tennis coach at Trinity College in Hartford, Connecticut, Ganek Family US Squash Head National Coach, Professional Speaker and Author. Two-time Olympic Coach-of-the-Year, World Championship Coach and the "winningest coach in college sports history", Paul has motivated top athletes from around the world. His core belief is the need to embrace our fears and remove the obstacles to our success. He captures this concept in his book, *Run to the Roar: Coaching to Overcome Fear*, a visionary reflection on leadership and mentoring from one of America's most successful coaches.