

Leadership With Tracey Moro

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Previously, in the first installment of my leadership series, we learned that in order to be a successful leader, we must have a community. It is in our communities we create positive relationships. This way, we will be able to grow our roots and lead our communities.

Tracey Moro is the Executive Editor-In-Chief and Creative Advisor for *Macomb Now*, a local magazine, featuring the lifestyles, events, and fun activities of Macomb County. She has taken her 20-plus years of communications expertise to tell us now that effective communication is the key to effective leadership.

Moro has interviewed, networked with, and worked with leaders in every capacity. These leaders have been able to speak well, be creative, and be inspirational to influence those around them. "People are your friends," she states. Just as she promotes and creates *Macomb Now*, we must also make communications and networking a part of our lives every day. Practice is the only way to get comfortable speaking to people. Speaking to people, inspiring them, and working alongside them is the best way to successfully lead them.

We cannot be afraid of looking forward; having a vision. And the only way to bring a vision for our communities to fruition is to effectively communicate goals, be creative and know our community. Moro knows her target audience for her magazine, and she is able to communicate positivity, creative events and inspire her audience. As Moro plans the magazine a year in advance, she must be able to successfully communicate her ideas and goals to her journalists and photographers. In each instance, there is insight in vision. In order to look forward, one must be able to communicate a vision in the present.

As we make communications a practical part of our lives each day, Moro teaches us how to keep our business and professional lives separate from our personal lives. This is the best way to balance our leadership. As we practice being great leaders, we must also practice being able to say "no". We must know when to walk away, when to stop working, to celebrate our families, and spend time with friends. Finding balance will take just as much practice, time, and experience as effective communication will. Balance and communicating coincide; they feed into each other. Each is needed to effectually foster the other.

Communications and networking are the key to effectively leading our communities. As we simply learn to interact successfully, we will be able communicate our goals, network with others, take time for ourselves, and inspire to make dreams happen. We can lead only when we get comfortable using the best of our words.