

THE EFFECT OF SELF-LEADERSHIP ON PERFORMANCE; A STUDY IN A FINANCIAL SERVICES ORGANISATION

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ABSTRACT

In recent years organisational environments have typically increased the level of discretion and autonomy given to employees in the conduct of their roles. Within such environments the extent that employees are able to motivate and organise themselves becomes a key determinant of their performance. Self-leadership is a self-influence process through which people achieve the self-direction and self-motivation necessary to carry out tasks to reach desired goals. This paper explores the linkage between employee self-leadership skills and objective performance measures within a financial services environment. Specifically the paper concerns an assessment of the self-leadership capability of sales representatives within a financial planning firm. The work of these employees is carried out mainly as individual roles thus self-management in organising and motivating oneself in the conduct of one's work becomes a key variable in terms of impacting performance. This paper reports on a study that assessed the self-leadership skills and sales outcome and process performance behaviours of twenty- eight sales representatives. While the sample size limits the capacity to determine statistical significance the descriptive data suggests that self-leadership skills do relate to both sales and outcome performance.