



# Leadership

Good leaders are **made** not born. If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never ending process of self-study, education, training, and experience.

**Leadership is** a process by which a person influences others to accomplish an objective and directs the organization in a way that makes it more cohesive and coherent. Leaders carry out this process by applying their leadership attributes, such as beliefs, values, ethics, character, knowledge, and skills.

## What makes a person want to follow a leader?

People want to be guided by those they respect and who have a clear sense of direction. To gain respect, they must be ethical. A sense of direction is achieved by conveying a strong vision of the future. The basis of good leadership is honorable character and selfless service to your group. In the eyes of your group, your leadership is everything you do that effects the group's objectives and their well being. Respected leaders concentrate on what they *are [be]* (such as beliefs and character), what they *know* (such as job, tasks, and human nature), and what they *do* (such as implementing, motivating, and providing direction).

## The three most important keys to effective leadership:

1. Trust
2. Confidence
3. Effective communication

**If you are a leader who can be trusted**, then those around you will grow to respect you.

To be such a leader, you must have these attributes:

### BE – KNOW - DO

- **BE** a professional. Examples: Be loyal to the organization, perform selfless service, take personal responsibility.
- **BE** a good person. Examples: Honesty, competence, candor, commitment, integrity, courage, straightforwardness, imagination.
- **KNOW** yourself. Examples: strengths and weakness of your character, knowledge, and skills.
- **KNOW** your job. Examples: be proficient and be able to train others in their tasks.
- **KNOW** your group. Examples: where to go for help, your partners, who the unofficial leaders are.
- **DO** provide direction. Examples: goal setting, problem solving, decision making, planning.
- **DO** implement. Examples: communicating, coordinating, supervising, evaluating.
- **DO** motivate. Examples: develop moral and esprit in the organization, train, coach, counsel.