

A Refresh to  
**LEADERSHIP  
QUALITIES**





# INITIAL THOUGHTS

To be an effective and strong leader, you must persist some qualities.

We asked 44 successful entrepreneurs and leaders to find out those qualities.

We studied all of the answers and ranked them accordingly.



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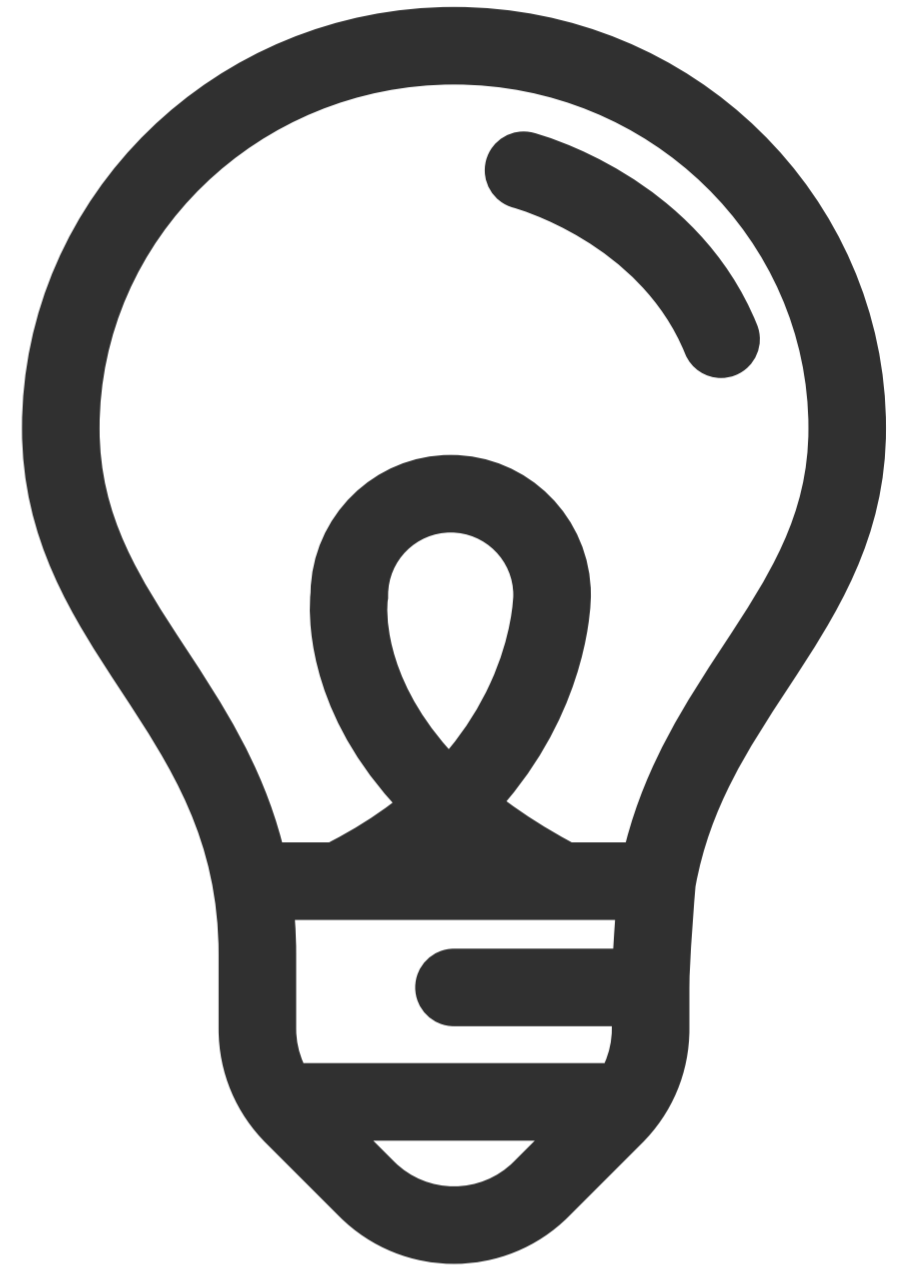
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# 1

## SHARE A VISION TO INSPIRE OTHER PEOPLE

- Sharing a vision for the organization that connects emotionally with people who are following.
- Sharing a personal vision for followers that make them feel they're greater for being part of something larger than themselves.
- It also helps the team to avoid distractions.
- Leaders understand the people they serve. They know that their vision is not their own, it's the people they help and the people they work with.



# 2

## HAVE THE ABILITY TO LISTEN TO FULFIL SPECIFIC NEEDS

- Great leaders not only listen to everyone on their team, but focus, understand and find value in every person, situation and experience.
- Always listen to the feedback from the team and ask for their ideas.



# 3

## UNDERSTANDING EMPLOYEES & CARE ABOUT OTHER PEOPLE

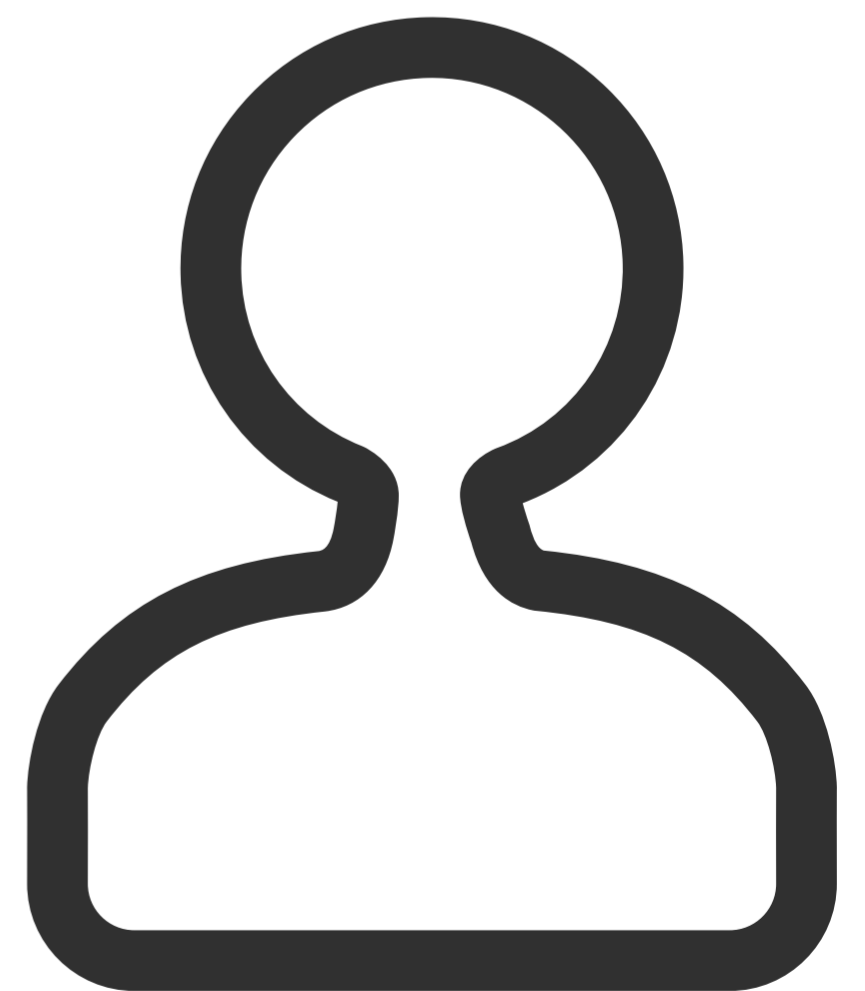
- A leader needs to be able to empathize with their employees and understand what motivates and drives them, rather than just delegating out tasks.
- Successful leaders are empathetic. They understand people, what makes them tick and can understand them on a deep level. Without understanding people, you can't lead them. At least not in a way that makes them happy and helps them grow.



# 4

## GREAT LEADERS LEAD BY EXAMPLE

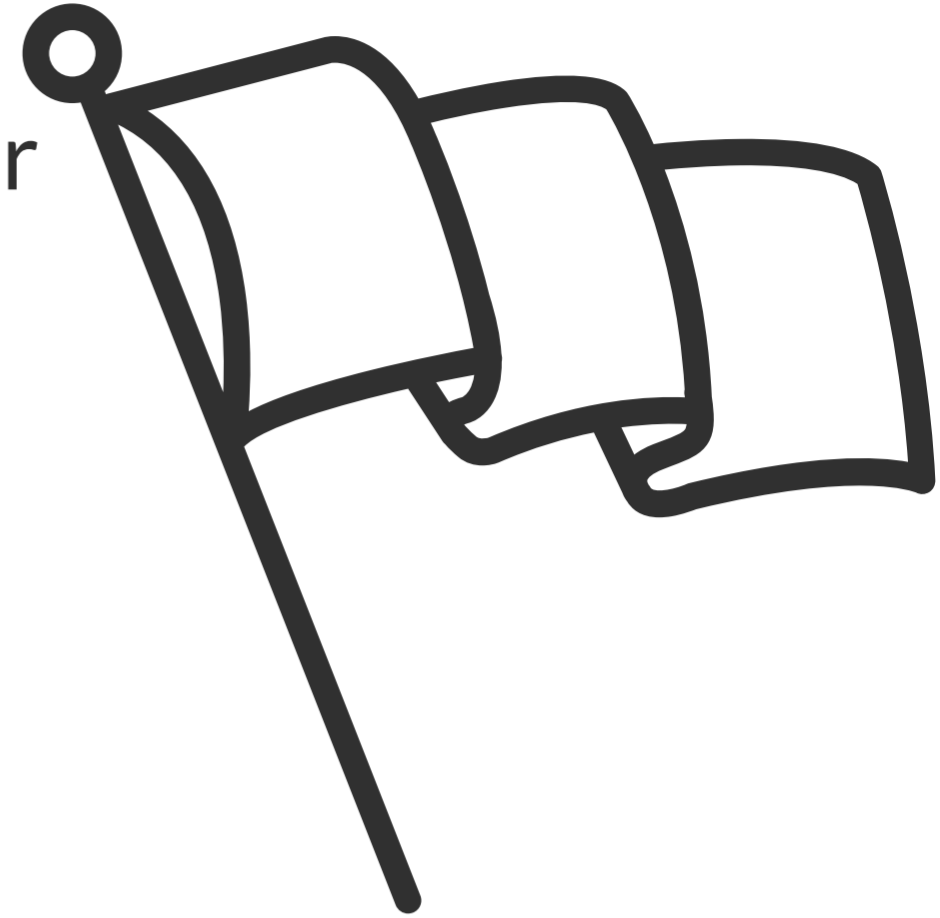
- By walking your talk, you become a person others want to follow. When leaders say one thing, but do another, they erode trust - a critical element of productive leadership
- They hold themselves accountable, quickly move past failure, learn from it, and push their team forward.



# 5

## WORK WITH HONESTY & AUTHENTICITY TO SHOW INTEGRITY

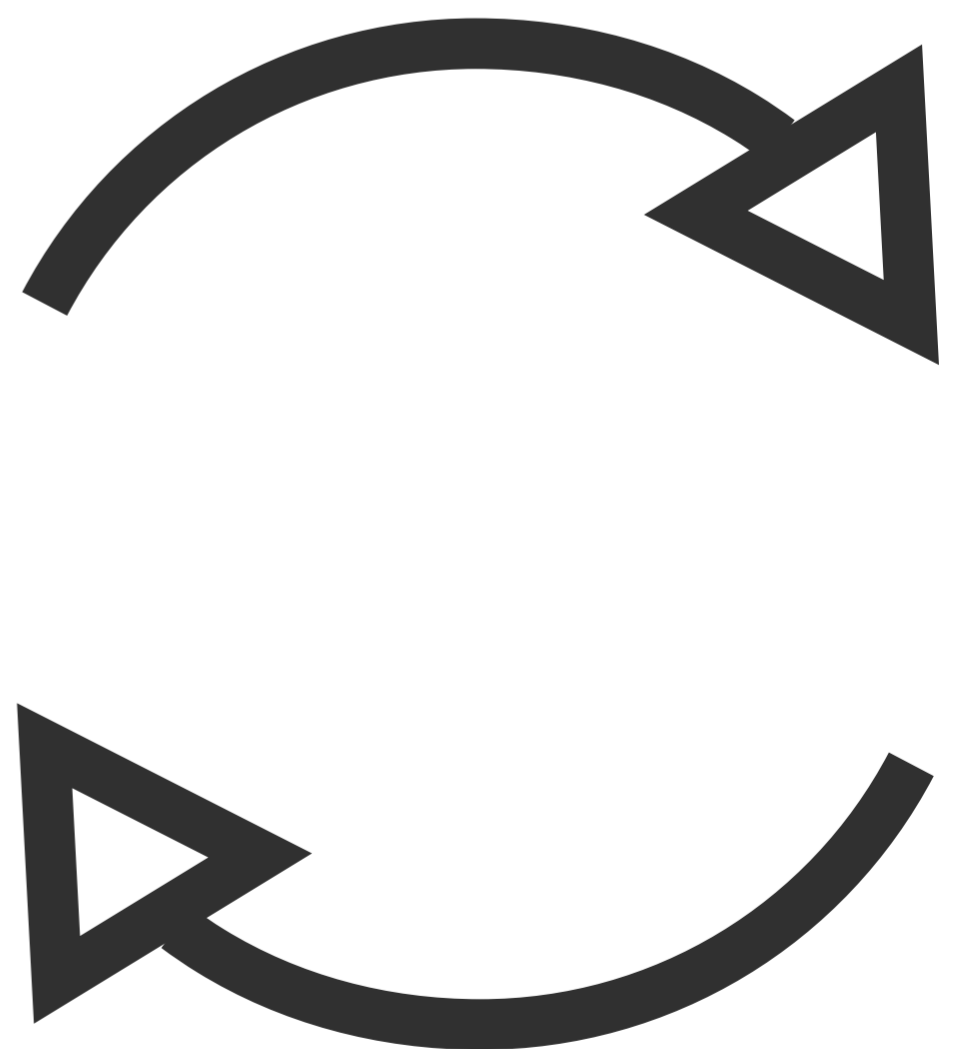
- The only way to engender trust from your team is to be 100 percent authentic –open, sometimes flawed, but always passionate about our work.
- Our employees are a direct reflection of the values we embody as leaders.
- If you focus on becoming authentic in all your interactions, that will rub off on your business and your culture, and the rest takes care of itself.



# 6

## GREAT LEADERS LEAD TO INNOVATION OF BUSINESS

- Innovation is essential for not only success but also survival.
- Whether it is by thought, technology or organization, innovation is our only hope to solve our challenges.
- Creating new and better services, systems and processes on an on-going basis to help your company thrive is essential to success.



# 7

## HAVE A POSITIVE ATTITUDE & ACT WITH KINDNESS

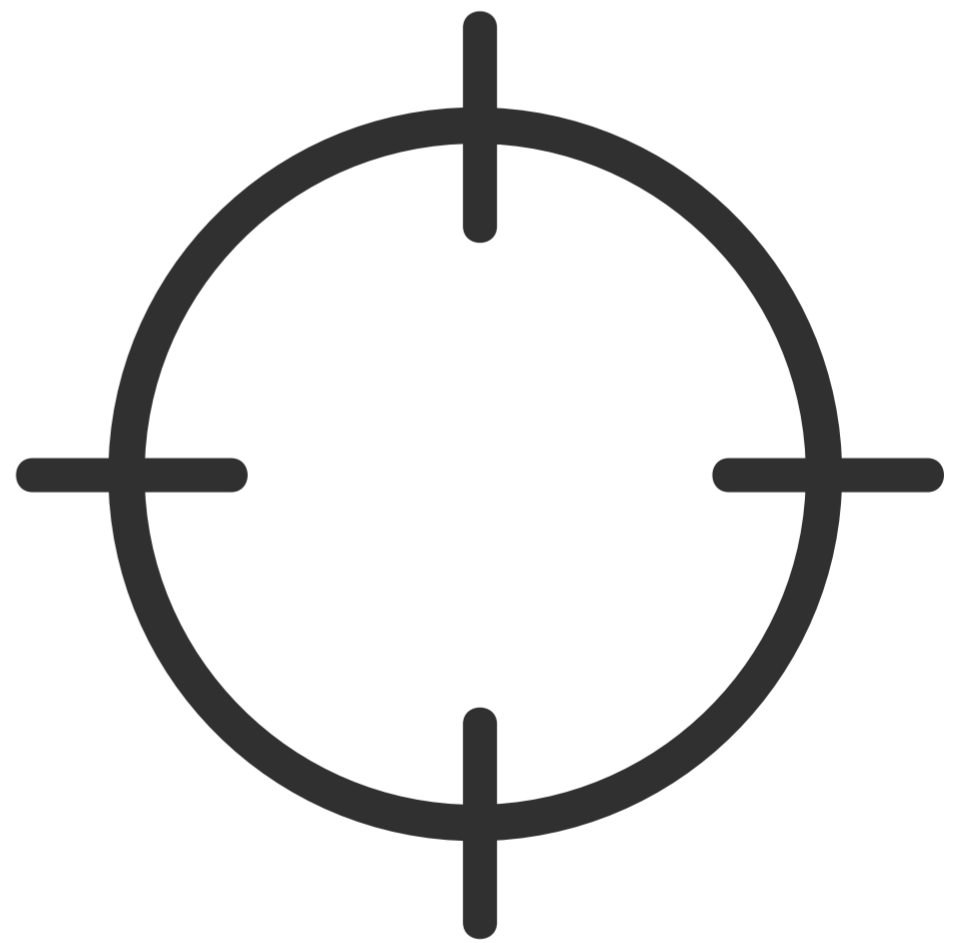
- In order to achieve greatness, you must create a culture of optimism.
- Your main goal should always be able to offer the best of yourself.
- You have to truly believe in making the impossible possible.



# 8

## ABILITY TO FOCUS & MAKE GOOD JUDGEMENT

- To be a good leader, you cannot major in minor things, and you must be less distracted than your competition.
- To get the few critical things done, you must develop incredible selective ignorance. Otherwise, the trivial will drown you.





# LET'S WRAP IT UP..

To be a great leader:

- You need to have an inspiring vision.
- You must have ability to listen and communicate well with your team to fulfil the needs.
- You need to understand your team and care about other people.
- You must lead by example.
- You must be honest and have integrity.
- You must lead your business to innovation.
- You must have a positive attitude and act with kindness.
- You must have ability to focus and make good judgement.





## WHAT NEXT?

1

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