



The Marks of An Effective Leader¹

Leaders provide direction

- They clearly define and communicate the mission of the enterprise.
- They cast a compelling and inspiring vision, which is shared by all.

Leaders challenge the process

- They are courageous pioneers, even in the face of difficulty and challenge.
- They are creative problem solvers, finding out what to do and moving forward.

Leaders model the way

- They live out their values everyday, for all to see.
- They set a positive example in extending trust to others. Extending trust builds trust.

Leaders enable others to act

- They serve and equip others to achieve their highest potential.
- They know how to build a high performance team and create traction and momentum

Leaders encourage the hearts of others

- They possess and practice a sense of community, taking others with them.
- They know how to grow the next generation of leaders, making more heroes in the process.

¹ Adapted from Kouzes and Posner "When Leaders Are at Their Best."