



August 5, 2007

Team:

I was reading the other day where it said that academic studies have not yet produced a profile for an ideal leader. It went on to say that is because leaders are such highly complex individuals who have distinctive qualities which cannot be pigeon holed by a standard list of traits or characteristics. Interesting but true, certainly all leaders do not have or need to have the same style to achieve success through leadership. But there is a new definition of leadership that I believe accurate and worth passing along.

“A leader that is authentic understands how to bring people together around a shared purpose and then empowers them to step up and lead in order to create value for all stake holders.”

Below are the five qualities that we must all acquire if we are to be true authentic leaders:

1. We must pursue purpose with passion. Without a real sense of purpose, leaders can not engage their employees and deliver the results that achieve the goal.
2. We must always practice solid values. A leader is defined by his or her values and values are personal and our values can not be determined by anyone else but us.
3. We must never forget to lead with our hearts as well as our heads
4. We must constantly work to develop enduring relationships, for without the relationship side of leadership we will surely fail to take our leadership to the level required to succeed.
5. We must demonstrate an extremely high level of self discipline. To compete successfully takes a constantly high level of self discipline to produce the required results and our teams will follow our example of self discipline both good and bad.

Great leadership takes a lifetime of personal continuous improvement and by taking the responsibility for our own development the rewards will be both fulfilling and long lasting.

Make it a great week ...or not. The choice is always ours

John T. Brown
COO West Region