



Definition of a Great Leader

What Does It Mean To Be A Great Leader?

lead•er•ship /'lēdər,SHip/

Noun: 1. The action of leading a group of people or an organization

2. The state or position of being a leader

That's what the dictionary says. But what is leadership, really? What does it take to be a great leader? And how can you become one?

In working with thousands of people, here's what we've noticed.

Great leaders get things done. They create results. They move the ball forward. From vision to strategy to tactics – leaders see what needs to be done and they make it happen. This is no small thing. Studies have consistently shown that great leadership is the number one factor that determines an organization's financial success over time.

Great leaders create remarkable teams. Employees create value through their own contributions. Leaders create value by getting teams of people working towards shared goals. They're equally adept at the "hard skills" and the "soft skills" of business. Great leaders are relationship wizards – they're able to create a genuine connection with almost anyone, and they develop their people into leaders as well.

Great leaders thrive on challenges. Most people try to avoid challenges. They dream of a world without problems and a life without difficulties. Great leaders eat challenges for breakfast. They embrace difficulties. They turn problems into opportunities for learning and growth. Not because they "should," or because they're gluttons for punishment, but because they've learned that this is the key to getting more of everything they most want in life.

Great leaders make a difference. What is the meaning of life? Many people ask this question. Great leaders don't bother, because they're too busy living it. Great leaders have a purpose. They don't just have a job or a career. They have a calling, and they stretch into it each day.

Great leaders are in demand. Do you ever worry about being unemployed? Great leaders don't. There's always a shortage of great leaders, and they never want for opportunities to serve.

Great leaders have rich, fulfilling lives. They experience success. That doesn't mean they're always looking for bigger, better, more. Great leaders create success in a way that works for them, their families, their health, and the people they work with.



Great leaders have authentic self-confidence. Instead of oscillating between arrogance and insecurity, great leaders display a paradoxical combination of confidence and humility. They connect with others both through their credibility and their vulnerability.

Great leaders inspire trust and respect. They carry a presence that speaks louder than words. They know what they don't know. They live in integrity with their values. They display courageous authenticity. Their authentic personal power – their ability to inspire trust and respect in others – is greater than any title or position they may hold.

Great leaders enjoy life. They don't feel that life is a burden. They don't walk around complaining about how hard things are. They don't push themselves to the point of exhaustion and burnout. While they may have taken on some large responsibilities, great leaders don't take things so seriously. They laugh a lot. They take time to smell the roses. They have fun. They love their lives.

Great leaders never stop growing. They're devoted students of life. They're more interested in questions than answers. They seek to learn something from everyone they meet. They're committed to continual self development. Great leaders keep learning and changing until they die.

Great leaders ask for help. They receive support. They invest in coaching and leadership training. They hire people who are smarter than they are. They know their limits, and they surround themselves with people who make them better. Most people think that leadership means figuring everything out on your own. Great leaders do the opposite.

Do you aspire to be a great leader? Are you interested in receiving support? If so, please give us a call. We'd love to have the opportunity to slow things down, connect, learn more about your goals, and see how we could help you better achieve them.

Sincerely,

Brian Whetten, Ph.D., M.A.

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