



## LEADERSHIP REVEALED

### *Introduction*

It has often been said that Leaders are born. It is equally true that Leaders can be made. Although the terms “leadership” and “management” are often used interchangeably, there are distinct differences between the two; Leaders inspire their followers, whereas managers motivate their staff. Simply stated, inspired people are self-motivated individuals who are more passionate in their endeavors, and more efficient, effective, and productive in the execution of their tasks and duties.

Join us on a journey of discovery. We will help uncover the true marks of a leader in you, develop the abilities to inspire a loyal following from your staff, colleagues and friends.

### *What are the elements of Leadership?*

Strong and effective leadership is built upon six fundamental ‘Leadership Elementals’:

- Vision
- Purpose
- Greatness
- Identity
- Values and Beliefs
- Behavior

**Vision** is your dream about the future; something that you believe is the best possible outcome for yourself and for others.

**Purpose** is the reason for which something is done and making sense of what you do. Purpose drives your vision, your beliefs and ultimately the reason for your being, that which keeps you motivated.

**Greatness** is excellence; the magnitude of your success in fulfilling your Purpose and achieving your Vision. Greatness brings pride in what you do.

**Identity** is not only about the individual; it is recognizing your role in something much bigger, understanding the value of your contribution and sharing that value with others.

**Values and Beliefs** are the guiding principles the leader and his or her followers live by; determines their behavior and actions towards the realization of the vision.

**Behavior** is the manner in which the leader and followers conduct themselves instilled by their values and beliefs; promotes a positive group ‘culture’ that ultimately impacts their success.

The complete methodology of Leadership Elementals can be found in the book ‘Leader Revealed’



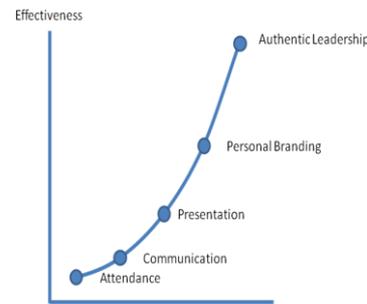


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### *How to develop into a Leader?*

There are several stages a person must progress in their development towards great Leadership. Each stage describes the position that a person should take and the behavior required to become a successful Leader in their own right.

- Stage 1: Attendance
- Stage 2: Communication
- Stage 3: Presentation
- Stage 4: Personal Branding
- Stage 5: Authentic Leadership



Progress through each of these stages is systematic and dependent on the successful completion of each stage before advancing to the next.

The first stage, Attendance, as the term implies, requires that the person be present. This may seem like a simple requirement but one which many ‘would be’ leaders get stuck. The second stage, Communication, requires the development and mastering of skillful communication before moving forward. The third stage, Presentation, is having the ability to present oneself and his or her ideas effectively.

All good Leaders are able to communicate their ideas and vision and know how to get their message across. The point when you deliver a message and your listeners are inspired to take action on their own initiative is the crossover stage between management and leadership.

Stage four, Personal Branding, involves living and practicing the ‘Leadership Elementals’. It requires adopting and reinforcing the shared Values/Beliefs and ultimately reflected in their Behavior. At this stage, the Leader’s identity is highly respected and the followers are in full support of the shared vision.

The final stage, Authentic Leadership, means the successful completion of the preceding stages, commitment to the values and beliefs, behavior that consists of actions towards the realization of the shared vision and maintaining a successful track record.

Guidance and support to cultivate ‘Leadership Elementals’ and transcend The Five Stages of Leadership Development is offered by StratCon FZ-LLC in Dubai, UAE.

### *Principled Leadership*

Principled Leadership is the key to achieving sustainable and meaningful success regardless of economic or political climate. Principle Leadership inspires **trust** in Leadership, a key element that invokes **loyal** following from staff and colleagues alike.

Principled Leadership inherent in a principled leader maintains the following strong characteristics:

- **Righteous** - The principled leader is one that is righteous and honest; an individual who demonstrates humane conduct, placing greater importance on others and the society at large rather than personal gain and profitability.



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- **Ethical** - The principled leader knows the difference between right and wrong and makes ethical decisions to preserve the values and beliefs stated in the ‘Leadership Elementals’.
- **Just** - The principled leader is guided by the principles of truth, reason and fairness; ensure that decisions are grounded on these fundamental principles.
- **Moral** - The principled leader’s actions are based on the principle of maintaining high moral conduct and not dictated by legalities, personal relationships, customs, traditions or other factors unless they promote good moral standards.

Principled Leadership that incorporates the aforementioned characteristics describes the ideal and perfect leader. While perfection is a constant goal, the more the leader demonstrates these characteristics, the more effective and loyal the followers will be and take ownership of the shared vision.

The greatest, most respected and greatly admired leaders are those who brought freedom, recognition, success and wealth to their followers. To name a few Abraham Lincoln, Winston Churchill, Mohandas Karamchand Gandhi, Nelson Mandela and the list can go on with good examples of leaders who strived to be principled leaders.

In contrast, Non-Principled Leadership exists which is based on **fear** and **conformity**. Principled Leadership versus Non-Principled Leadership styles is diametrically opposed and neither exists in its purest form. It is up to you to determine which type of leader you would like to be and the level of success that you would like to achieve.

The book ‘Leadership Revealed’ gives examples how to develop, adopt and apply these characteristics to shape your thinking, attitudes and behaviors to achieve a greater level of success for your personal benefit and that of your company.

### *Leadership and Strategy in Corporations*

As previously mentioned, there is a distinct difference between Management and Leadership. The ideal combination for most corporations is having good managers with leadership skills and characteristics.

There are CEO’s of corporations who are not true leaders but merely good managers with leadership skills. This has led to confusion in the differentiation between Leaders and Managers. The table below highlights some of the differences between the two:

<b>Leader</b>	<b>Manager</b>
Vision	Goals
Passion	Motivation
Inspired Followers	Staff
Beyond Boundaries	Within Boundaries

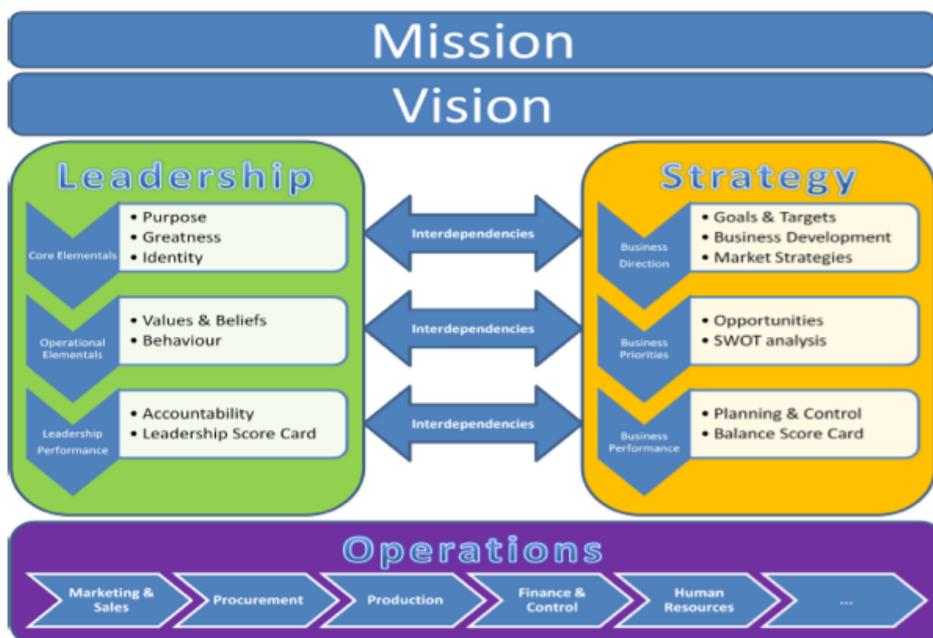
While good managers are essential in the pursuit of an organization’s objectives, a Principled Leader will ignite passion within their followers, inspire them to achieve greater levels of success and result in greater efficiency and effectiveness in the realization of the Leader’s vision for the company.



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Fuelling the organization with great Principled Leadership will not only kick start the organization but it will also allow it to grow without restriction from complicated management measurement and reporting procedures.

Although strategy and leadership are both important pillars for a company's success, they are often portrayed and represented as interlinked models, which can lead to confusion. The way in which they coexist is presented more accurately below:



StratCon organizes workshops and seminars with highly experienced Advisors who can provide guidance on the techniques, skills and methods discussed in this document and how best to implement and deploy across the organization in a practical manner. Examples of how this model can be found in the book 'Leadership Revealed'.

### ***Final Remarks***

Every company and individual are unique, therefore require a tailor made approach to the implementation of leadership. The book 'Leadership Revealed' provides the much needed tools, approaches and direction for developing a roadmap. But ultimately, you are the driver and therefore it is you that has to drive yourself and your company to success.

StratCon provide consultants who have the qualifications for developing reliable and trusted Principled Leadership or guide organizations through the implementation of the Leadership Elementals and Leadership Development Stages. Additionally, we can support your implementation with practical seminars and workshops for executive and management levels of the company.



# StratCon

Trusted Leadership Directions

## **LEADERSHIP REVEALED**

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