Introduction to
THE 4 ESSENTIAL ROLES
OF LEADERSHIP™
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Workbook

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Name
Introduction to
THE 4 ESSENTIAL ROLES OF LEADERSHIP™

How Can I Be a More Effective Leader?
LEADERSHIP…

1. Is a choice, not a position.
2. Is a skill that can be learned.
3. Requires making change and progress.
4. Is about influence—achieving results through others.

WHAT IS LEADERSHIP TO YOU?
What Business Leaders Want

Looking ahead, senior business leaders want the leaders in their organizations to be able to:

1. Think BIG and adapt quickly.
2. Develop and execute strategy.

LEADERSHIP BREAKDOWNS

There are four chronic issues that cause leadership to break down and lead to poor results.

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Effective leaders choose to consistently live four leadership roles. They:

• Inspire Trust by being models of character and competence.
• Create Vision by rallying their teams around an important purpose.
• Execute Strategy through consistent, focused discipline and alignment.
• Coach Potential by unleashing the untapped talent and potential of their team.
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