

THE CREDIBILITY FACTOR

(What People Expect From Leaders)

If we accept that leadership is not about doing it all yourself, but about building relationships with others, then it follows that at the heart of such relationships (or leadership) is what is known as the "Credibility Factor."

Credibility is the most important aspect of leadership in the 1990s. Look around you, America (and the rest of the world) are constantly looking for "CREDIBLE" leadership. The 1992/6 US election campaign seemed to represent this search.

As a potential leader in the 21st century it is a vital attribute you should think about.

Credibility is very hard to achieve. It is build slowly, but lost quickly.

4 CHARACTERISTICS OF CREDIBLE LEADERS

HONESTY:

- Principled
- Ethical
- Consistent

COMPETENT:

- Proven track record
- Confidence breeds confidence
- Possesses organizational skills

INSPIRATIONAL:

- Contagious enthusiasm generates energy
- Creates excitement about mission/ vision
- Communicates dreams

VISIONARY:

- Develops a plan
- Provides sense of direction that permeates group
- "Big Picture" is important "How To Get There" is more important

6 WAYS TO BUILD CREDIBILITY:

- CLARIFY VALUES:
- Communicate your values & modus operandi
- KNOW CONSTITUENT'S WANTS AND NEEDS:
- Feedback is important so you can respond
 - Shows confidence, commitment and support
- BUILD CONSENSUS:
- Encourage involvement in decisions / plans
 - Show you trust others, value their opinions
 - Enables sharing of values, etc.
- ENTHUSIASTICALLY COMMUNICATE SHARED VALUES:
- Develops enthusiasm, passion & energy
 - Shows conviction about group's ideals/plans
- STAND FOR WHAT YOU BELIEVE:
- Deliver the goods. Say what you will do & do it
 - Take a stand, be confident and passionate. If you don't, it creates stress, indecision & conflict
- LEAD BY EXAMPLE:
- Teach others to lead, improve themselves, etc
 - Be a role model for behavior you want from all

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*(Adapted from research
into leadership
attributes by James Kouzes
and Barry Posner)*

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