

Leadership Presence

To develop effective leadership presence, master as many of these 12 traits as you can. No one will be perfect at all 12, but the more you master, the more effective a leader you will become!

- 1** Earn **authority** by leading by example and demonstrating the skill to lead others.
- 2** Show **authenticity** by doing what you say you will do.
- 3** Build leadership presence from a foundation of **character**.
- 4** Exert your authority with **courage**, especially when making hard decisions.
- 5** Use power with **discretion**. This is at the heart of authority.
- 6** Provide decisive and clear **direction**.
- 7** Demonstrate mental **strength** through preparation, decision-making, and action.
- 8** Look the part. Your **appearance** counts.
- 9** Maintain your **composure**, especially in times of crisis.
- 10** Show measured **assertiveness** and avoid passive behaviors.
- 11** Project hope and **optimism**. Show people a “better tomorrow” and the way there.
- 12** Take **action**. Leadership behavior is always in motion!