

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 21st Century. Look around you, America (and the rest of the world) are constantly looking for "CREDIBLE" leadership. The current US election campaign seems to represent this search.

Credibility is very hard to achieve. It is built 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

VISIONARY:

- Communicates dreams
- 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 CONSTITUENTÖS WANTS AND NEEDS:**
- Feedback is important so you can respond
- BUILD CONSENSUS:**
- Shows confidence, commitment and support
 - 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)