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Being A Great Leader...

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Dear «First_Name»

This month we are celebrating the launch of our [Leading for Excellence Programme](#). In these challenging times, great leadership can make the difference between a successful and a failed business; this is the first in a series of articles about being an effective leader. [Read on](#)

What Makes A Great Leader?

We can all name someone who we consider to be a 'Great Leader'. It may be a famous (or infamous) historical character such as: Winston Churchill and Adolf Hitler, or more recent notable persons such as Richard Branson and Nelson Mandela; or it may simply be your line manager. But what is it that makes them Great Leaders?

Trait Spotting

For the first half of the twentieth century researchers believed that they could identify the personality traits and other qualities of Great Leaders. If that were the case it would be possible to select individuals who possessed those traits and promote them into leadership roles.

What they found is that there were many different traits, however, some of the more common ones included:

- Judgement
- Foresight
- Energy
- Decisiveness
- Integrity
- Ambition

How do you measure up? Whilst it is difficult to challenge these qualities, could we for example argue that it is acceptable that leaders lack judgement or decisiveness?

Does simply possessing these traits make a Great Leader? The more studies that were undertaken the longer the list of traits became and consequently if it was possible to identify two successful leaders with totally different leadership traits.

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The Stylists

Limitations with the traits approach to defining Great Leaders directed researchers to look at common behaviours of leaders, or put another way the style that leaders adopted. Two main areas of leadership behaviour were identified:

- People Focused
- Task Focused

It was proposed that leaders who gave equal consideration to both would be the most successful. Whilst attractive, this concept ignores the context; for example, the leadership demands in managing a crisis are somewhat different to those in managing a development project. Consequently new models of leadership were developed which matched appropriate behaviours or style to the context. The best leaders were therefore those which could alter their style to fit the context.

Whilst this approach to understanding leadership makes a lot of sense, the major challenge it throws up is that of changing behaviour.

So what really constitutes a Great Leader and how do you become one? At Beee we believe that the following components (all of which are included on [The Leading for Excellence Programme](#)) are the key starting points:

- [High self awareness](#)
- [Emotional intelligence](#)
- [Having a clear Vision, a focus on Values and business outcomes](#)
- [Support through coaching](#) to enable behaviour change

Why not let us help you find the Great Leader in you by attending [The Leading for Excellence Programme](#), or coming along to our **free 1/2 day Appetizer** on 27th August 2009, (places are limited). [Book Now](#)

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The Leading for Excellence Programme

The Leading for Excellence Programme is split over 3 stages, all of which can be bought as individual modules or as a **total package saving 20%**. You could also be eligible for £750 funding towards the cost...[find out more.](#)

Module 1: Understanding Yourself	<ul style="list-style-type: none">• A two hour one-to-one feedback meeting, including identification of development needs• Two written reports	2 Hour Meeting + 2 Reports Delivered at your convenience prior to Module 2	£400 + VAT
Module 2: Understanding Leadership	<ul style="list-style-type: none">• Exploration of theories and models of leadership• The purpose of leadership• The role of leader• Understanding self and purpose:<ul style="list-style-type: none">▪ Building on the insights gained in Module 1• Exploring personal values• Becoming a visionary leader:<ul style="list-style-type: none">▪ Developing a Vision• Establishing appropriate business values to deliver the Vision• Leading change:<ul style="list-style-type: none">▪ Overcoming obstacles▪ Living to values• Introduction to a model for delivering high levels of organisational performance	3 Days 27 – 29 October 2009	£750 + VAT
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To speak to someone about this programme, call Mike Read on Tel: 07710 165 058.

Have a great month.

Estelle & Mike Read

FREE

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