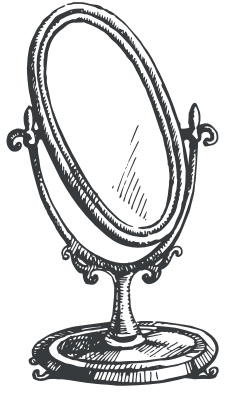


Leadership

12 leadership principles for authentic leaders



1 **Look in the Mirror.**
– If your team fails, you are responsible.

2 **Criticism is an opportunity.**
– Those who cannot deal with criticism are not suitable for leadership.

3 **Your team makes you a leader, not your title.** – Don't confuse the role of manager with real leadership.

4 **Inspiration through action: Your words follow your example.** – Be a role model through your actions.

5 **Micromanagement destroys trust.**
– If you don't trust your team, why should they trust you?

6 **Develop your team or step aside.**
– Without development, you will lose your team.

7 **Create a fearless culture.**
– If your team doesn't dare to speak its mind, you have failed.

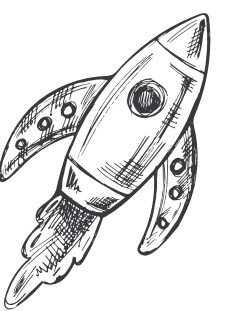
8 **Take responsibility: Your credibility is at stake.**
– Own up to your mistakes, humanly and authentically.

9 **Set the standard, top performance starts with you.**
– Don't just set the pace, set standards through your actions.

10 **Serve to lead: Put your team first.**
– Work for the team, not the other way round.

11 **Equal treatment is essential: hypocrisy destroys trust.**
– Don't favour anyone, it destroys the team culture.

12 **Share the credit, take the responsibility.**
– A great leader takes the blame and shares the glory.



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