



THE DYNAMIC LEADER

**11 PRINCIPLES FOR HIGHLY
EFFECTIVE LEADERSHIP**

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What is a Leader?



Before we get into the nitty-gritty of effective leadership, let's make sure we're all on the same page regarding what a leader actually is. There are a thousand definitions of leadership, and we want to ensure that we're all speaking the same language.

Generally speaking, a leader is someone who motivates others to act toward achieving a common goal. A leader is able to rally people around a cause and move them to take action toward achieving a particular objective.

A good leader *inspires* people to do something bigger than themselves. To work together to accomplish key objectives. To pool their strengths and resources to achieve great things. A good leader helps their team members become the absolute best version of themselves.

Winston Churchill, in inspiring the people of England to keep fighting in WWII, is a great example of leadership. Thanks to his inspirational leadership, the people of

England made great sacrifices in their fight against the evil Nazi regime.

A leader is different than an organizer. An organizer gathers resources and deploys them in the most effective manner. Yes, an organizer brings people together, but they don't inspire them to take big, bold action.

Organizers are about efficiency while leaders are about vision.

What traits and talents characterize a good leader?

Here are 7 high-level characteristics:

- **Vision.** An effective leader has a clear vision of where they want to go and how they're going to get there. They understand where they currently are and are crystal clear on what it's going to take for them to get to where they want to be. The leader must be able to communicate this vision clearly to his team.
- **Motivation.** The effective leader is highly skilled at motivating people. They know what makes others tick