

## What is a followership looking for?

In a recent post we discussed what it means to be a better leader.

We have been thinking further about this and wondering how would you or your followership gauge that you have become a better leader?

- ? Is it what you and your team achieve in terms of KPI's or project outcomes?
- ? Is it the number of people within your followership?
- ? Is it the longevity of your followership?



But then KPI's can be manipulated, set low or set too high. What about your followership? What are they looking for? Why do these people follow you?..... *Credibility!*

What is credibility?

After scouring literature, good old google and a few discussions over light refreshments, there are key aspects that come to light of what makes up credibility, and in my mind, these aspects are core to leadership.

✓ Integrity

A leader that has credible integrity is transparent and trustworthy. The leaderful person has achieved this through personal contact and effective interpersonal communication. They are consistent in their words and their behaviours, demonstrating a commitment to truth, fairness and objectivity. They are true to themselves.

✓ Competency

A competent leader is someone who has been able to demonstrate their expertise when they have been put to the test. A leaderful person enhances their credibility as competent by succeeding at tasks, assignments and projects over time – doing what they said they were going to do. A track record of successfully applying knowledge and a willingness to continue learning increases perceived credibility.

✓ Caring / Goodwill

A leaderful person can be counted on to listen well and encourage their followership to make astute decisions, a credible person can be counted on to analyze complex situations, ask meaningful questions, and make decisions. People with high credibility know how to ask questions about others values and interests, to listen intently and with empathy, and bring people together.

Where do you stand in relation to your followership?

A followership will observe a potential leader, looking for the degree to which the leader behaves in ways consistent with their beliefs and values. People looking for a leader want to see that person walking the talk – they are measuring your credibility.

At The Leadership Foundation, we support you to answer these questions for yourself, and provide opportunities for you to be exposed to leadership across a smorgasbord of professions. We create an environment where leaders can reflect on their leadership moments and explore their leadership style. From there, we can build our personal resilience and confidence as a leader, and better our performance as a leader. We believe from here, people around you and your followership will notice your growth and confidence as a leader naturally improving your credibility.

We help people to understand the people that follow them, so that they can help create the leaders of tomorrow.

Please join us at one of our events.

For more information go to [www.theleadershipfoundation.com.au](http://www.theleadershipfoundation.com.au) or contact Ben Baldwin.