"If you don’t believe in the messenger, you won’t believe in the message."

LEADERS OTHERS ARE WILLING TO FOLLOW

**CREDIBLE**
- A sense of direction, concern for the future, know where you are headed.

**HONEST**
- Telling the truth, having ethical principles & clear standards
- People need to believe you are worthy of their trust.

**COMPETENT**
- Track record for getting things done. The ability to follow through on the promises you make
- People believe you know what you are talking about & you know what you are doing.

**FORWARD LOOKING**
- Others follow when they see how they share in the future you envision.

**INSPIRING**
- Sharing genuine enthusiasm, excitement & energy about possibilities ahead
- Being positive and optimistic