February 2006 Newsletter

Ignore the endless checklists and advice of celebrity CEOs: to be a better leader, simply be yourself!

So say Rob Goffee and Gareth Jones*. They go on to explain that leadership has no universal characteristics but **'To be a more effective leader, you must be yourself - more - with skill'**.

So what does this mean? Goffee and Jones suggest that effective leaders understand why they are different to others and they utilise this to entice others to follow them. By **understanding themselves and their environment**, effective leaders are able to **adapt but still be authentic**.

The authors identify three ways leaders can hone their ability to understand and interpret situations:

1. Early exposure to change is a recurrent theme in the backgrounds of effective leaders
2. Structured experience-based learning helps these leaders to develop
3. Personal coaching supports individuals as they seek to create opportunities to test skills in new and familiar situations
4.

Goffee and Jones feel that an important differentiator in skilful leadership is that leaders **work to shape their context and communicate effectively to bring others along with them**. Developing this subtle blend of skills is just what we offer budding leaders during the leadership training programmes at Preseli Venture. Under the guidance of our experienced coaches, every individual has the opportunity to lead the group safely through one or more activity events. In an environment such as this, **participants really are 'themselves'** so everyone gains a better understanding of the way different leadership styles affect the team's results.

During Preseli Venture's structured activities, participants develop a **heightened understanding of their personal qualities** and translate this understanding into **real-life leadership decisions**. They quickly learn that they need to **communicate effectively** to bring the whole group with them. The groups develop open and trusting relationships and are able to give **high quality, honest feedback**, which helps each individual raise the standard of his or her leadership. Successful leadership is also measured by all members of the group completing the challenge.

If you would like to learn more about our leadership training, call **01348 837709** or email info@preseliventure.com.

Kind regards,

Preseli Venture

* Rob Goffee & Gareth Jones: Why Should Anyone Be Led By You? (Harvard Business School Press)
activities to celebrate the benefits of a healthy mind? We have our own plans for this special week and we'll bring you details in our regular monthly newsletter later this month.

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