

7 MUST HAVE TRANSFORMATIONAL LEADERSHIP QUALITIES

BY BILL HOGG

Today, more than ever, we need courageous leaders who empower others to reach heights they never thought possible. We need our leaders to expand their capabilities and move outside of the transactional space and into a transformational space that focuses on long term solutions rather than short term gains.

Transformational leadership – growing beyond transactional leadership

Developing your leadership capacity is moving beyond focusing on the day to day operations and expanding your decision making process to focus on long term strategies that are able to sustain business over time.

Leaders need to focus on developing a transformational leadership style that creates positive change and growth. This begins with the goals and vision that are set by leaders and their ability to clearly communicate them to their team in a way that inspires them to buy in.

7 must have transformational leadership qualities

In order to get your team to buy in and be part of your vision for the company, there are certain qualities you must possess to be a transformational leader:

1. **A clear vision:**

Transformational leaders have a vision of what they want to achieve and the ability to clearly communicate this vision so that everyone in the organization understands what is needed to achieve this vision. Is your vision clear? Does it need to be refined?

2. **Courage:**

An effective leader needs courage; a willingness to take on new challenges, take calculated risks, make tough decisions, and be willing to go out on a limb for something they believe in. Transformational leaders have the courage to create a vision and do what it takes to achieve their vision.

3. **Self-motivation:**

Leaders need to fuel their passion from within. Transformational leaders have passion and motivation that people can sense and feed off of it. Are you passionate about your vision and willing to do what it takes to see your vision achieved?

4. **Inspiration:**

Transformational leaders, based on their personal passion, have the ability to inspire others and get them to buy into their vision and execute it on all levels of the company. How do you inspire your employees to create change? Are you effective at motivating and inspiring your staff?

5. **Know your people:**

Personal interaction is important. The impact of a simple “hello” in the hallway or conversation in the lobby goes a long way into getting employees to feel important and want to be part of the vision a leader has created for the company. You have the ability to impact each of your team on a personal level. When was the last time you took the time to listen to your team and get to know them as individuals?

187 Willow Farm Lane
Aurora, Ontario L4G 6K5
(905) 841-3191
bill@billhogg.ca
www.billhogg.ca



BILL
HOGG
& ASSOCIATES

6. **Set a company standard:**

Transformational leaders model a company standard they expect everyone to follow. They clearly communicate their vision, expectations, and how this standard is to be carried out throughout the organization. What is your company standard? What standard are you setting by example?

7. **Follow through:**

While it is a bit cliché, actions do speak louder than words -- and when leaders live according to the standard they set, employees take notice. Leaders often promise a lot, but it is the follow through that has a true impact on a leader's ability to evoke change and get employees to buy in. How do you follow through and ensure your standards are met?

Tips for becoming a transformational leader

Leaders cannot just decide to become a transformational leader. However, they can work on developing transformational leadership by implementing these tips:

- Craft your vision and make it the focal point of the company
- Solicit input from senior management to ensure your vision can be spread throughout the company
- Have a process in place that allows your frontline workers to ask questions and get clarification
- Be clear and communicate the importance that each employee plays in the execution of your vision for the company
- Create actionable steps that align with your vision that can be executed by employees
- Understand what is needed to motivate and inspire your employees to buy in and become part of your vision

When leaders openly accept a transformational style they move beyond day to day functions and operate at a higher level that is focused on creating change in employees and culture that will lead to innovation and growth.

Leadership Expert | Professional Speaker | Performance Excelsator™

Bill is the "just do it" guy who has walked in your shoes. Senior leaders at organizations like Anheuser-Busch/InBev, the Bay, RBH and ServiceOntario hire Bill to navigate change and influence and inspire higher performing teams that deliver exceptional customer service, higher productivity and improve profits.

Bill provides dynamic keynote presentations, transformative workshops, high stakes facilitation and world class executive consulting. For additional information email [bill \[at\] billhogg \[dot\] ca](mailto:bill@billhogg.ca) or visit us online at www.billhogg.ca where you can sign up to receive an article like this each month or download [Bill's 1-sheet](#).

© Copyright 2012 - [Bill Hogg & Associates](#) All Rights Reserved