

# THE LEADERSHIP CHALLENGE

**MSU – SEGMENT 2**

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# TRANSFORMATIVE LEADERS CONSISTENTLY SHARE 5 CHARACTERISTICS:

- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Model the Way
- Encourage the Heart

# INSPIRE A SHARED VISION

Focusing on **the**  
**future** sets leaders  
**apart.**



“Vision is **the lifeblood** of any organization. It is what keeps it **moving forward**. It **provides meaning** to the day-to-day challenges and setbacks that make up the rumble and tumble of **real life**.”

Michael Hyatt, CEO, Thomas Nelson

The difference between a **Vision**  
and a **Hallucination**  
is the number of people who see it.

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# CHALLENGE THE PROCESS

**Challenge**

is the crucible of  
greatness.

“Whatever the case, staring down  
**uncertainty** and **ultimately**  
**overcoming** this hurdle was a major  
theme.”

Katherine Winkel, Marketing  
Communications, Monsanto

# ENABLE OTHERS TO ACT

Leaders

**Foster**

Collaboration

**and Build Trust.**



# LEARN THE POWER OF “WE”

People respond more eagerly to the  
use of “**We**” v. “**I**”

There is magic in this word!

Angie Yim, Hewlett-Packard

- Create a Climate of **Trust**
- Facilitate **Relationships**

# MODEL THE WAY

Transformative leaders know that if they want to gain **commitment** and achieve **high standards**, they must be **models of the behavior** they expect of others.

To effectively model the behavior they expect of others, leaders must be **clear** about **guiding principles**.  
They must clarify values.

- Find your voice
- Affirm shared values

**Remember: Values Drive Commitment**

# ENCOURAGE THE HEART

Leadership is not an affair of the head.  
Leadership is an affair of the heart.

Put your  in your business  
and  
Your business is your  !

Lead at a higher level.

# 7 ESSENTIALS OF ENCOURAGING THE HEART

- Set Clear Standards
- Expect the Best
- Pay Attention
- Tell the Story
- Personalize Recognition
- Celebrate Together
- Set the Example



# EXERCISE

- 1) Write essential assigned to your group
- 2) How should this practice be conducted in your organization?
- 3) Give specific examples of how you can demonstrate this essential practice in your court


# REMEMBER...

- Transformative leadership creates valuable and positive change in followers and organizations.
- Leaders transform followers by
  - ♥ Inspiring a Shared Vision
  - ♥ Building Trust
  - ♥ Encouraging the Heart
- Activating Higher Order Needs
- 4 key characteristics of Transformative Leaders
  - ♥ Honest
  - ♥ Forward-Looking
  - ♥ Competent
  - ♥ Inspiring
- Transformative leadership can have significant implications for organizations and staff

You have to say **yes** to making  
a **difference**...to **integrity**...to  
your **beliefs**...to big **dreams**...to  
**collaboration**...to **trust**...to  
difficult **challenges**...to setting  
the **example**...to **learning**...and  
to your **heart**.



Are ***YOU***  
ready to say

“**YES**” 

# RECOMMENDED READING

James M. Kouzes and Barry Z. Posner, *The Leadership Challenge*, 4<sup>th</sup> Edition 2007

Ken Blanchard, *Leading at a Higher Level*, 2007

Stephen M.R. Covey, *The Speed of Trust*, 2006

John C. Maxwell, *Leadership Gold*, 2008

Stephen M.R. Covey, et al *Smart Trust*, 2012