

THE CREDIBILITY FACTOR

(What People Expect From Leaders)

If we accept that leadership is not about doing it all yourself, but about building relationships with others, then it follows that at the heart of such relationships (or leadership) is what is known as the "Credibility Factor."

Credibility is the most important aspect of leadership in the 1990s. Look around you, America (and the rest of the world) are constantly looking for "CREDIBLE" leadership. The 1992/6 US election campaign seemed to represent this search.

As a potential leader in the 21st century it is a vital attribute you should think about.

Credibility is very hard to achieve. It is build slowly, but lost quickly.



