

# A 21st Century Leader Model

The 21st Century Leader must possess...

## \* LEADERSHIP

The process of influencing an organized group toward accomplishing its goals.

When the goal is service, the process is called positive leadership.

**POSITIVE LEADERSHIP** is accomplished by individuals with a specific set of **traits, skills and behaviors** that may vary in degree of intensity depending upon the **situation**.

**SERVICE** is making a contribution to/for human dignity.

## \* PROFESSIONALISM

Your personal image demonstrated by your attitudes and behavioral characteristics.

The outward display of your leadership and human factor skills through **Appearance, Body Language and Communication**.

The goal of Professionalism is to be **Appropriate, Believable and Credible**.

## \* THE HUMAN FACTOR

Proficiency in the human side of business through attitudes and abilities, resulting in the ability to influence others.

The emotional strength and interpersonal skills to **understand, care for and get along with** many different types of people.

## THE P.I.E. THEORY

Another explanation of the importance of the human factor is the P. I.E. Theory. The P.I.E. Theory states—**Performance** is required and expected; **Image** determines your level of acceptance or rejection; **Exposure** enables you to be promoted and rewarded. Exposure entails your ability to be known by and relate to the organization's network of stakeholders. This sphere of influence is required and expected of senior level persons. Junior level persons must ascend to this level of exposure in order to have a sphere of influence which will be able to move them into the senior positions. But without top performance and the right image, no exposure will get you and **keep you** in a senior position.

The accompanying article, "Making a Career Choice and Landing the Right Job", Ebony Man 1995, discusses the P.I.E. Theory. In addition, Chapter 5, Winning at the Corporate Game, gives specific strategies as to how you can blend performance, image and exposure into a winning formula for success in the corporate world.