

### 3. What do people want from their leaders

Harvard Business Review: <https://www.youtube.com/watch?v=yfZiHfkB-aA>

**Date:** 2012 / **Author:** Gareth Jones [London Business School] / **Time:** 2:47

#### Introduction

i) Why have we lost faithfully recently?	
ii) Who don't we trust (5)	
iii) What's the real problem?	
iv) What's the solution?	

\_\_\_ / 4

#### Simple definition

v) Effective leadership e_____ people to exceptional performance
--

vi) Exceptional performance is not a luxury it is...	
vii) How long have we been studying leadership?	
viii) The wrong question is...	
ix) The correct question should be ...	

\_\_\_ / 5

#### Research

x. How many people were asked?	
--------------------------------	--

xi. Four ideas	Development – extra information
1. Community	To be part of something (marketing team / sales team / head office)
2. _____	
3. _____	
4. _____	

\_\_\_ / 4

#### Summary

xii) Effective leadership is an a_____, s_____ role performance with the c_____ to transform organisations and e_____ lives. It's always difficult but it is well w_____ the effort.
--

\_\_\_ / 5

**Overall Score:** \_\_\_ / 18

### 3. What do people want from their leaders **ANSWERS**

**Date:** 2012 / **Author:** Gareth Jones [London Business School] / **Time:** 2:47

#### Introduction

i) Why have we lost faithfully recently?	Financial crisis
ii) Who don't we trust (5)	Lawyers, accountants, bankers, politicians, business leaders
iii) What's the real problem?	We've lost faith in the legitimacy of our political & economic institutions We're in deep trouble
iv) What's the solution?	Business: great performance / great businesses will lead us out of the current difficulties.

\_\_\_ / 4

#### Simple definition

v) Effective leadership <b>excites</b> people to exceptional performance
--

vi) Exceptional performance is not a luxury it is...	a survival technique
vii) How long have we been studying leadership?	120 years
viii) The wrong question is...	who makes it to the top?
ix) The correct question should be ...	what do the followers want? / what do the people you aspire to lead want from you as a leader?

\_\_\_ / 5

#### Research

x. How many people were asked?	1000
--------------------------------	------

xi. Four ideas	Development – extra information
1. Community	To be part of something (marketing team / sales team / head office)
2. Authenticity	Led by a real person who they can trust
3. Significance	Leader to appreciate their contribution to the whole
4. Excitement	Ask yourself are you exciting?

\_\_\_ / 4

#### Summary

xii) Effective leadership is an <b>authentic, skilful</b> role performance with the <b>capacity</b> to transform organisations and <b>enrich</b> lives. It's always difficult but it is well <b>worth</b> the effort
--

\_\_\_ / 5

**Overall Score:** \_\_\_ / 18