

I'm not a robot



































Leadership isn't about a job title. It's about impact. It's the ability to inspire, support, and bring out the best in others. A good leader shapes team morale, productivity, and long-term success. You are not just making decisions. It's more on building trust, fostering growth, and setting a standard others want to follow. The strongest leaders aren't the most experienced or the loudest. They're willing to grow, adapt, and lead purposefully. You don't need to have all the answers. You just need the mindset to keep learning. In this guide, I'll share ten proven leadership tips to help you lead with confidence and clarity. No matter where you are in your journey, you can become a great leader. 1. Understand Your Leadership Style Great leadership starts with self-awareness. Before you can effectively guide others, you must first understand yourself—your strengths, weaknesses, and how you naturally lead. Leadership is not a one-size-fits-all skill. Some leaders thrive on collaboration, while others take a more strategic, big-picture approach. The key is recognising what works for you and where you need to grow. Pay attention to patterns in how you interact with others, make decisions, and respond under pressure. Tools like personality assessments, 360-degree feedback, or simply asking colleagues for honest insights can provide valuable perspectives. Self-awareness is about recognising how your style impacts those around you. When you understand yourself, you can lead with a greater sense of purpose, empathy, and authenticity. Deelop Strong Communication Skills Leaders are also building strong connections. If you're a shy person, you can learn to speak up more clearly. Strong leaders don't just talk. They listen, understand, and respond in ways that make people feel valued. Good communication starts with listening. Pay attention. Don't just hear words—understand what's being said. People respect leaders who listen without interrupting, make them feel heard. Body language, tone, and expression matter just as much as words. If your team seems disengaged, check how you're speaking to them. The best leaders speak with clarity, warmth, and purpose. When you communicate well, people don't just follow—you inspire them to believe in your vision. 3. Inspire Others with a Clear Vision A strong vision gives people direction and purpose. Without it, teams feel lost, disengaged, and unsure of what they are working towards. Great leaders set goals and paint a clear picture of the future and make others believe in it. Your vision should be more than words. It should be something people can see, feel, and connect with. Storytelling is a powerful way to bring your vision to life. Share why it matters, what success looks like, and how each person plays a role in achieving it. If your message lacks clarity or passion, your team won't follow. When you lead with a clear vision, you give them something to believe in. 4. Lead by Example People don't follow words. They follow actions. Leadership isn't about telling others what to do. It's about showing them through your own behaviour. If you want trust, be honest. If you want hard work, show commitment. Integrity and authenticity are the foundation of real leadership. Your team watches how you handle challenges, setbacks, and success. If you take responsibility for mistakes, they will too. If you stay calm under pressure, they will follow your lead. Every decision, every interaction, every choice sets the tone. Lead in a way that makes people want to follow, not because they have to, but because they believe in you. 5. Encourage Creativity and Innovation Creativity thrives in a safe environment. When people fear criticism or failure, they hold back ideas. Great leaders create spaces where new thinking is encouraged, mistakes are seen as learning opportunities, and every voice is valued. Incentive systems that reward risks. Encourage your team to experiment, challenge the status quo, and share their ideas. Recognise effort, not just success. When people see their contributions matter, they become more engaged and proactive. Start by listening, asking questions, and showing appreciation for fresh perspectives. When you create an environment where creativity is welcomed, your team won't just follow instructions. They'll think through problems, contribute, and grow with you. 6. Build Strong Relationships Through Trust and Respect Trust is the foundation of strong leadership. Without it, teams become disengaged, communication breaks down, and productivity suffers. People don't just follow leaders because of their position. They follow because they feel valued, understood, and respected. Emotional intelligence is key to building trust. Pay attention to how you communicate, how you respond to feedback, and how you handle conflict. A leader who listens, stays calm under pressure, and treats people with respect creates a team that is more open, motivated, and committed. Strong relationships take time, but small actions make a difference. Be transparent, keep your word, and show appreciation. When your team trusts you, they don't just work for you. They work with you. 7. Stay Adaptable and Open to Learning Leadership is about staying open, learning, and growing with every challenge. The best leaders don't resist change. They embrace it and help others do the same. Adaptability keeps you relevant and resilient. Teams look to their leaders in uncertain times, and how you respond sets the tone. Seek feedback, even when it's uncomfortable. Learn from mistakes instead of fearing them. Stay curious about new ideas, industries, and perspectives. A rigid leader limits growth, but an adaptable one inspires confidence. Think of leaders who have thrived through change—those who listen, evolve, and lead with flexibility. When you stay open to learning, you create a culture where everyone feels empowered to grow. 8. Keep a Positive Attitude. Even in Tough Times A leader's positive mindset shapes the team's morale. If you lose confidence, so will they. Staying positive means facing them with resilience and hope. Challenges and failures are part of leadership. How you respond makes all the difference. A strong leader acknowledges setbacks but doesn't let them define the future. The focus on solutions, and reminding them of the bigger picture. Positivity is about showing up every day with belief and confidence. When you lead with confidence and hope, your team will follow. 9. Recognise and Reward Your Team People perform better when they feel valued. Recognition builds trust, boosts morale, and strengthens commitment. Without it, motivation fades, and productivity suffers. Appreciation should be clear and meaningful. A simple thank-you, a public acknowledgment, or personalised feedback can make a real difference. Be specific—let people know what they did well and why it mattered. Many leaders focus only on results and overlook the effort behind them. When people see their hard work is noticed, they stay engaged and motivated. A strong leader makes recognition a habit, not an afterthought. 10. Empower Others and Delegate Effectively Strong leaders trust their teams. Delegation is not about offloading tasks but about building confidence and developing skills. Micromanaging weakens trust, while empowerment strengthens it. Delegating well means setting clear expectations, offering support, and stepping back. When people take ownership of their work, they grow and perform at a higher level. Leaders like Satya Nadella at Microsoft have built strong organisations by giving teams the freedom to make decisions. Start small if letting go is difficult. Assign tasks, provide guidance, and let your team take responsibility. Empowered teams don't just follow. They lead. 11. Show Compassion in Action Compassion is not about feeling sorry when someone is struggling. As a leader, it's about noticing when something is wrong and then doing something to help. This is what we mean by compassion in action. People remember how their leaders made them feel during hard times. When your team sees that you not only care but also act on what they've shared, trust grows. They feel seen and supported. This fosters a stronger and more open team culture. And compassion isn't only for tough times. You can show it by noticing when someone is trying hard, or asking how their day is going. When you lead with care, people feel safe, and safe teams perform better. So, don't wait for big problems to show compassion. Lead with it every day in your actions. 12. Develop Learning Agility Great leaders show agile leadership skills with clear, fair decisions. 3. EmpathyEmpathy has never been more important, especially in an increasingly diverse and multicultural world. An empathetic leader can recognize the feelings of others and attempt to understand their perspective. According to research, you will naturally form stronger bonds with your team. Empathy is one of the best ways to nurture professional relationships, as it allows you to be aware of the feelings of others and to recognize how they make impact the team at large. Corporations and businesses across all industries are finding that empathetic leaders can create a better workplace culture that is more inclusive and, as a result, more productive. Empathetic leaders allow everyone to feel like they are a valued part of the team.4. CommunicationIn order to become an impactful leader, you must also become an effective communicator. Communication skills are some of the most sought-after competencies in professionals across all industries because good communicators know how to work well with others. A good communicator is one who:Listens to others and understands their needs.Clearly and effectively states what needs to be completed.Delegates tasks.Relies on appropriate technology to deliver a message in the most effective way.A leader who has effective communication skills can be clear, concise, and organized in their direction. In addition, they also have an open-door policy, making the team aware that they are available to listen at any time.5. Active ListeningActive listening is a form of listening that goes beyond simply being willing to hear what someone is saying. According to the Center for Creative Leadership, a leader who is also an active listener can understand what someone is saying, reflect on the points they made, and remember that information in the future.To be an active listener, you must have the emotional intelligence to give the person speaking to you your full attention. You should be entirely present during the conversation and mentally note the points they are sharing with you. When you do this, you will be able to recall what they said in the future, and you will be able to rely on their perspective as you make decisions that will shape your group or organization.6. Growth MindsetLeaders who have worked on developing a growth mindset are often more successful in their careers. A growth mindset is the belief that people can change and improve, even when they make a mistake or suffer a setback. An individual with a growth mindset knows they can continue to hone their skills and leadership abilities to become a better leader and version of themselves.According to Dweck, the opposite of a growth mindset is a fixed mindset. An individual with a fixed mindset believes that their abilities and abilities exist and cannot be improved or changed. Noting this, it's clear why the most effective leaders in today's world have adopted a growth mindset, and they encourage those in their teams to attempt to do the same.A growth mindset is the belief that people can change and improve, even when they make a mistake or suffer a setback. An individual with a growth mindset knows they can continue to hone their skills and abilities to become a better version of themselves.7. PatiencePatience is more than just a virtue; it's a skill that can be improved upon over time. The best leaders are patient and understanding. They are aware that they are not perfect, and neither are their team members, so they are willing to accept mistakes and encourage growth.Being a patient leader does not necessarily mean being passive or accepting slow results. Instead, it means that you are willing to gently guide and nurture those around you so that they have the freedom to become the best version of themselves in a positive and uplifting work environment.8. OptimismThe most admired leaders are known for their optimistic outlook. They can stay positive in the face of adversity, and they genuinely believe that the organization will continue to improve over time.While optimistic leaders can look on the bright side, it's important to note that they do not necessarily ignore negative experiences or frustrating setbacks. They acknowledge these situations, but they can look at them through a positive lens. They recognize a challenge but view it as an opportunity to grow and improve.As an optimistic leader, you can inspire your team to adopt a more positive outlook and focus on the best aspects of any situation.9. Decision-MakingDecision-making is a critical component of great leadership, and the best leaders are skilled at making effective decisions. 11. GratitudeGratitude is the uplifting emotion experienced after receiving something of value. Being thankful can lead to higher self-esteem, reduced depression and anxiety, and better sleep. Since gratitude can even make you a better leader. Yet few people regularly say "thank you" in work settings, even though most people say they'd be willing to work harder for an appreciative boss. The best leaders know how to show frequent gratitude in the workplace. 12. Resilience Resilience is more than the ability to bounce back from obstacles and setbacks — it's the ability to respond adaptively to challenges. Practicing resilient leadership means you'll project a positive outlook that will help others maintain the emotional strength they need to commit to a shared vision, and the courage to move forward and overcome setbacks. A good leader focuses on resilience, both taking care of themselves and also prioritizing leading employee wellbeing, too — thereby enabling better performance for themselves and their teams. Develop the Qualities of a Good Leader Download a PDF action guide and summary of these characteristics of a good leader, so you always have a visual reminder available of these 12 qualities of good leadership. At the Center for Creative Leadership (CCL)®, we've been researching the traits of a good leader and the role of leadership for nearly 6 decades. Here are 3 of our core tenets about good leaders and effective leadership. Good leaders are made, not born. First, we believe that leaders are made, not born. Put another way, leadership is a skill that can be developed. Good leaders are molded through experience, continued study, intentional effort, and adaptation. So you can strengthen any of these 12 characteristics of a good leader, if you're open to growth, use your experiences to fuel development, and put in the time and effort toward self-improvement. Similarly, organizations can help their people hone these top leadership qualities by providing ample opportunities for training, offering support for learning from challenges, and providing access to coaching and mentoring programs. Leadership is a social process. It's also essential to recognize that leadership is less about one strong or charismatic individual, and more about a group of people working collectively to achieve results together. If you demonstrate several of the characteristics of a good leader, you can't fail to grasp this key point, chances are you won't get very far on your own. You may be well-liked and respected, but it will be challenging to accomplish team or organizational goals. At CCL, we like to say that the outcomes of leadership are about creating direction, alignment, and commitment, or DAC, within a group. Good leadership never stops. Also, we believe that leadership isn't a destination, it's a journey — it's something that you'll have to work at regularly throughout your career, regardless of what level you reach in your organization or what industry you work in. Different teams, projects, and situations will provide different challenges and require different leadership qualities and competencies to succeed. So you will need to be able to continue to apply these leadership characteristics in different ways throughout your career. Just continually keep learning and growing, and you'll be an agile learner with a long career. Organizations can strengthen leadership qualities and foster deeper levels of engagement at work through providing a variety of on-the-job learning experiences, mentoring, and formal development opportunities. At CCL, we have many award-winning leadership solutions with clients around the world, and we'd be honored to work with you and your organization as well. But individuals don't have to wait to begin strengthening these leadership characteristics within themselves. If you decide you want to work proactively on developing your leadership qualities and skills, download our action guide & visual summary of this content. And get our tips on how to convince your boss to make an investment in you and your future. We're here to support you every step of the way on your journey to becoming a better leader! Leaders shape our teams, organizations, communities, and world. We need good leaders to help guide us and make the essential decisions, big and small, that keep things moving forward.Our society is usually quick to identify a bad leader, but how can you identify a good one? What would most people say are the qualities of a good leader? Based upon our decades of research and experience working with leaders at thousands of organizations around the world, we've found that the best leaders consistently possess certain fundamental qualities and skills. Here are 12 essential leadership traits. TIP: Download an action guide & summary of these essential leadership qualities. 1. Self-Awareness Self-awareness is the understanding of yourself, including personality traits, behaviors, anxieties, and emotions. While this is a more inwardly focused trait, self-awareness and humility are paramount qualities of leadership. The better you understand yourself and recognize your own strengths and weaknesses, the more effective you can be as a leader. Do you know how other people view you, and do you understand how you show up at work and at home? Take the time to learn about the 4 aspects of self-awareness and how to strengthen each component. 2. Respect Respect, when demonstrated consistently, is one of the most important things a leader can do. It helps ease tensions and conflict, fosters trust, and improves your effectiveness. Creating a culture of respect is about more than just the absence of disrespect. Respectfulness can be shown in many different ways, but it often starts with showing your truly value others' perspectives and making an effort to build belonging in the workplace — both critical components of healthy workplace cultures. 3. Compassion Compassion is more than simply showing empathy or even listening and seeking to understand. Compassion requires leaders to act on what they learn. After someone shares a concern or speaks up about something, they won't feel truly heard if their leader doesn't then take some type of meaningful action on the information, our researchers have found. This is the core of compassionate leadership, and it helps to build trust, increase collaboration, and decrease turnover across organizations. 4. Vision Vision is your aspiration for the future. Motivating others and garnering commitment toward that vision are essential parts of leadership. Purpose-driven leaders ensure they connect their team's daily tasks and the values of individual team members to the overall direction of the organization. This can help employees find meaning in their work — which increases engagement, inspires trust, and drives priorities forward. You'll want to communicate the vision in ways that help others understand it, remember it, and go on to share it themselves. 5. Communication Communication shows up in many ways, from transmitting information and storytelling to soliciting input and using active listening techniques. Effective leadership and effective communication are intertwined. The best leaders are skilled communicators who can communicate in a variety of ways, both orally and in writing, and with a wide range of people from different backgrounds, roles, levels, geographies, and more. The quality and effectiveness of communication among leaders at your organization will directly affect the success of your business strategy, too. 6. Learning Agility Learning agility is the ability to know what to do when you don't know what to do. If you're a "quick study" or are able to excel in unfamiliar circumstances, you might already be learning agile. But anybody can foster and increase learning agility through intentional practice and effort. After all, great leaders are really great learners. 7. Collaboration Collaboration is a characteristic shown when leaders work effectively with a variety of colleagues of different social identities, locations, roles, and experiences. As the world has become more complex and interconnected, good leaders and themselves spanning boundaries and learning to work across various types of divides and organizational silos. When leaders value and embrace collaboration, whether within their teams or cross-functionally, several benefits arise — including increased innovation, higher-performing teams, and a more engaged and empowered workforce. 8. Influence Influence, or being able to persuade people through thoughtful use of appropriate influencing tactics, is an important trait of inspiring, effective leaders. For some people, "influence" may sound unseemly. But as a leader, you must be able to influence others to get the work done — you cannot do it all alone. Influence is quite different from manipulation, and it needs to be done authentically and transparently. It requires high levels of emotional intelligence and trust. 9. Integrity Integrity is being consistent, honest, moral, and trustworthy, and it's an essential leadership trait for the individual and the organization. It's especially important for top-level executives who are charting the organization's course and making countless other significant decisions. Our research has found that leader integrity is a potential blind spot for organizations, so make sure you reinforce the importance of honesty and integrity to managers at all levels. 10. Courage Courage enables both team members and leaders to take bold actions that move things in the right direction. It can be hard to speak up at work, whether you want to voice a new idea, provide feedback to a direct report, or flag a concern for someone above you. That's part of the reason courage is a key leadership trait — it takes courage to do what's right! Leaders who promote high levels of psychological safety in the workplace enable their teams to speak up freely and share candid concerns without fear of repercussions. This fosters a coaching culture that supports courage and truth-telling. 11. Gratitude Gratitude is the uplifting emotion experienced after receiving something of value. Being thankful can lead to higher self-esteem, reduced depression and anxiety, and better sleep. Sincere gratitude can even make you a better leader. Yet few people regularly say "thank you" in work settings, even though most people say they'd be willing to work harder for an appreciative boss. The best leaders know how to show frequent gratitude in the workplace. 12. Resilience Resilience is more than the ability to bounce back from obstacles and setbacks — it's the ability to respond adaptively to challenges. 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While communication and influence are 2 of the "Fundamental 4" core leadership skills identified in our research, the other 2 — learning agility and self-awareness — are more inward-focused. What is self-awareness exactly? Self-awareness occurs when you're aware of different aspects of yourself, including strengths, weaknesses, personality traits, behaviors, anxieties, and emotions. It can be the most challenging of the fundamental skills to develop, but it can also serve as a foundation for strengthening all your other leadership skills. Research has repeatedly found that leader effectiveness is constrained or amplified by self-awareness, and it varies based on how well leaders understand themselves, how others view them, and how they navigate the resulting interactions. Ready to increase your self-awareness? Here's how. Before you can begin increasing your self-awareness, it's helpful to understand the differences in how you see yourself vs. how others see you. The Johari Window is a constructive, research-based tool that helps you organize your self-awareness into a 2-by-2 grid, with the 4 parts representing what is known and unknown about you to other people, and what is known and unknown about you to yourself. What is known about you to others is public. What is unknown about you to others is private. What is not known to you nor others is unknowable, and not very relevant. What is known about you by others, but not known to you, are your blind spots. This represents perhaps the most interesting quadrant of all. When what others know about you that you didn't recognize about yourself is revealed, and you feel blindsided to discover how others really see you, that has the potential to create dynamic, powerful change. The things you're unaware that others know about you may prevent you from accurately assessing your own behaviors, emotions, anxieties, and performance. While these moments are rare, they are precious gifts. And while the truth can hurt, it can also instruct. Our self-awareness is increased as we discover a truth about ourselves. A good leadership coaching provider can even help you identify your blind spots and make a plan for addressing them. Before you can work on increasing your self-awareness, first know that it has 4 facets that are most critical for leaders: Leadership Wisdom: These are insights from your experience that you can apply to the challenges you face. Leadership Identity: This is who you are in your current professional and personal context. Leadership Reputation: This is how others perceive you as a leader based on your current and previous behavior. Leadership Brand: This is what you aspire to and the actions you take to support that mission. Leadership Wisdom The key to cultivating leadership wisdom is taking time to reflect on your experiences. The best leaders have a bank of lessons and anecdotes they can bring to bear on new challenges. These insights don't arise spontaneously but are the result of ongoing practice. This includes revisiting your experiences from multiple perspectives, engaging in "surface reflection" to identify past actions and behaviors, and practicing "deep reflection" to examine underlying beliefs, emotions, and assumptions. This reflection must be done time and again, and good leaders often return to the same experiences repeatedly to gain new insights as they grow. Leadership Identity It's critical to understand our own identity and how it shapes interactions with others. Your leadership identity influences how you lead, whether you're aware of it or not. In fact, we all make assumptions about our own identity and that of others. Unfortunately, when we work together, assumptions are often treated as reality. Think of your leadership identity as 3 concentric rings (which may overlap): In the outer ring is your given identity — characteristics you have no choice about. These natural traits include age, nationality, race, some physical characteristics, and the like. The second ring is your chosen identity. These traits describe your status, characteristics you control, and skills. Common attributes in the chosen identity are your occupation, political affiliation, and hobbies, among others. The innermost ring is your core identity. These are the qualities that make you unique; some may change over your life, while others remain constant. Included here are behaviors, values, and beliefs. We use identity to categorize people into groups, identify with particular groups, and compare various groups. Knowing your leadership identity may help you find common ground with others and enhance your internal and external self-awareness, leading to stronger relationships or reducing the likelihood of misunderstandings during critical communications. To put this into practice, use the following questions to work through your current assumptions about your own identity, as well as the identity of someone in your

organization. For example: When you are building a relationship at work, what do you want to know about the other person? What do you notice first? Are you attracted to certain characteristics? What assumptions do you make about other people based on their social identity? If someone else were describing your identity, what do you think they would notice first? What would be most relevant to them, and why? What assumptions do you think other people make about you based on your social identity? How much do you think you have in common with others you work with? Leadership Reputation Knowing how you're perceived will strengthen your ability to communicate with and influence others. Your leadership reputation is what others think of you as a leader. Understanding your leadership reputation helps you comprehend how you may be perceived and judged by others. To understand your leadership reputation, ask questions about the reputation you've established and what emotions you evoke in the workplace; try to view your behavior as others may, and check to see if your reputation aligns with your values. This is key for authentic leadership, and you may learn that you have some work to do! Leadership Brand Bring to the surface, enhance, and polish your greatest strengths, and make sure you're communicating them to people you encounter. How do people know the leadership you're capable of, and how do you communicate it? That's what your leadership brand is — an aspirational set of leadership traits and behaviors. Understanding your leadership brand — how you'd like to be perceived — allows you to act to change those perceptions in a positive, authentic way. Your leadership brand should identify your unique strengths, communicate them to others, provide a consistent experience that meets others' expectations of you, and make explicit that which is implicit. A strong leadership brand can only be developed if you're self-aware — you need to know what your leadership reputation is and have a deliberate plan for strengthening it to fuel your leadership aspirations. For those leaders who work at it, greater internal and external self-awareness in these 4 areas will pay significant dividends. Increase your self-awareness (and strengthen the other "Fundamental 4" leadership skills that are key for all leaders) with our fundamental leadership skills program, Lead 4 Success®. Or, partner with us to increase self-awareness among leaders across your organization through our various leadership programs and Self-Awareness Training options.