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# LEADERSHIFT

APPLICATION

THE COMMUNICATION SHIFT

BE A LEADER WORTHY OF CONNECTION

## LEADERSHIP MOVES AT THE SPEED OF TRUST.

As John pointed out in his lesson, leaders need people. A leader who stands at the top of the hierarchy, barking orders and issuing commands, is likely not going to stay at the top very long. That's because leaders who direct have a shorter leadership lifespan than leaders who connect.

Connecting with people is essential for leadership because it allows a leader to establish trust. Taking time to find common ground and connect with people creates an understanding that a leader is reliable. It allows the people to give their trust freely.

To receive that trust, however, a leader must be more than just a figurehead. A leader must have substance. A leader must live a life that's trustworthy.

Because being trustworthy is vital for connection, your application exercise is to sit down with a trusted friend and perform a trustworthiness audit of yourself.

*Using the questions below, rank yourself from 1 to 5 with 1 being "Rarely" and 5 being "Always". Ask your friend to do the same.*

- Do I keep my word?
- Do I arrive on time?
- Do I make excuses?
- Do I bend words to my benefit?
- Do I listen well?
- Do I consistently avoid temptation?

For any question you or your friend answer with a 3, 2, or 1, write out why that score was given. For each 3, 2, or 1 score, write down one daily action you can take to improve your score in that area.

Trustworthiness is the intersection of integrity and service. Personal character determines whether we serve ourselves or others, and other people are watching. Your actions as a leader tell a story, and that story determines whether people will trust you.

The days of a leader being able to say, "Trust me", are long since passed, unless the leader has made the shift from directing to connecting.

Leaders who establish trust with their people are able to move at increasing speeds by making "Trust me" an invitation, not a warning.