



Why Should Anyone Be Led
by You?

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The *Why Should Anyone Be Led by You?* Experience is built on the fundamental premise that **leadership excites people to exceptional performance**. This means that leadership isn't a title but an active set of behaviors between the leader and those being led. In order to lead effectively, leaders must recognize these leadership foundations:

1. Leadership is non-hierarchical – organizational status, title or tenure in itself does not make you a leader
 2. Leadership is relational – leadership isn't something you do to others, but rather with them, and you can't be a leader without followers
 3. Leadership is situational – a leader must adapt the approach, determined by the situation and the specific followers in that situation
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The CASE Framework... A practical way for leaders to understand the needs of their followers (community, authenticity, significance, and excitement) and re-evaluate their approach to leadership



COMMUNITY

Followers have a deeply-rooted desire to belong, to feel part of something bigger, and relate to others, not just the leader. Leaders meet this need by helping people connect to others as well as to the overarching purpose of the organization.



AUTHENTICITY

Followers want a leader to 'show us who you are' – to reveal real human differences; to be a person, not a position. Leaders meet this need by sharing and revealing themselves -their personal successes, strengths and failures.



SIGNIFICANCE

Followers need to feel like 'we matter' - that efforts are worthwhile and meaningful. They need recognition for 'our particular contribution' and personalized feedback.



EXCITEMENT

Followers feed off of the energy, enthusiasm and commitment of their leader in order to be motivated to deliver extra effort and exceptional performance. Leaders therefore need have a clear vision of what and why they want to achieve and to be genuinely passionate about making it happen with the commitment