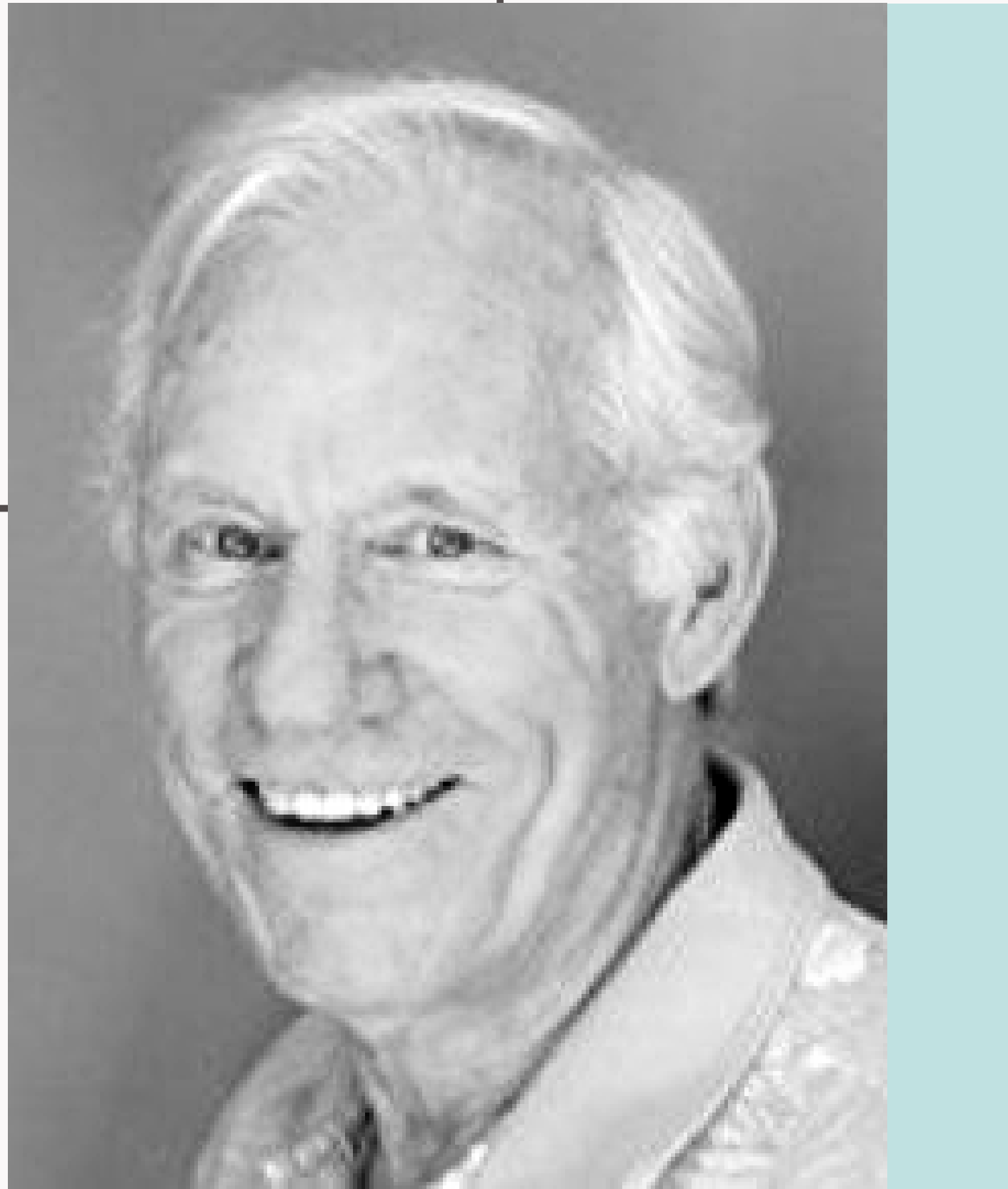


Transformational and quiet leadership

Packages for the discerning traveler



Transformational leadership

James V. Downton in 1973

Demonstrate authentic, strong leadership with the idea that employees will be inspired to follow suit.

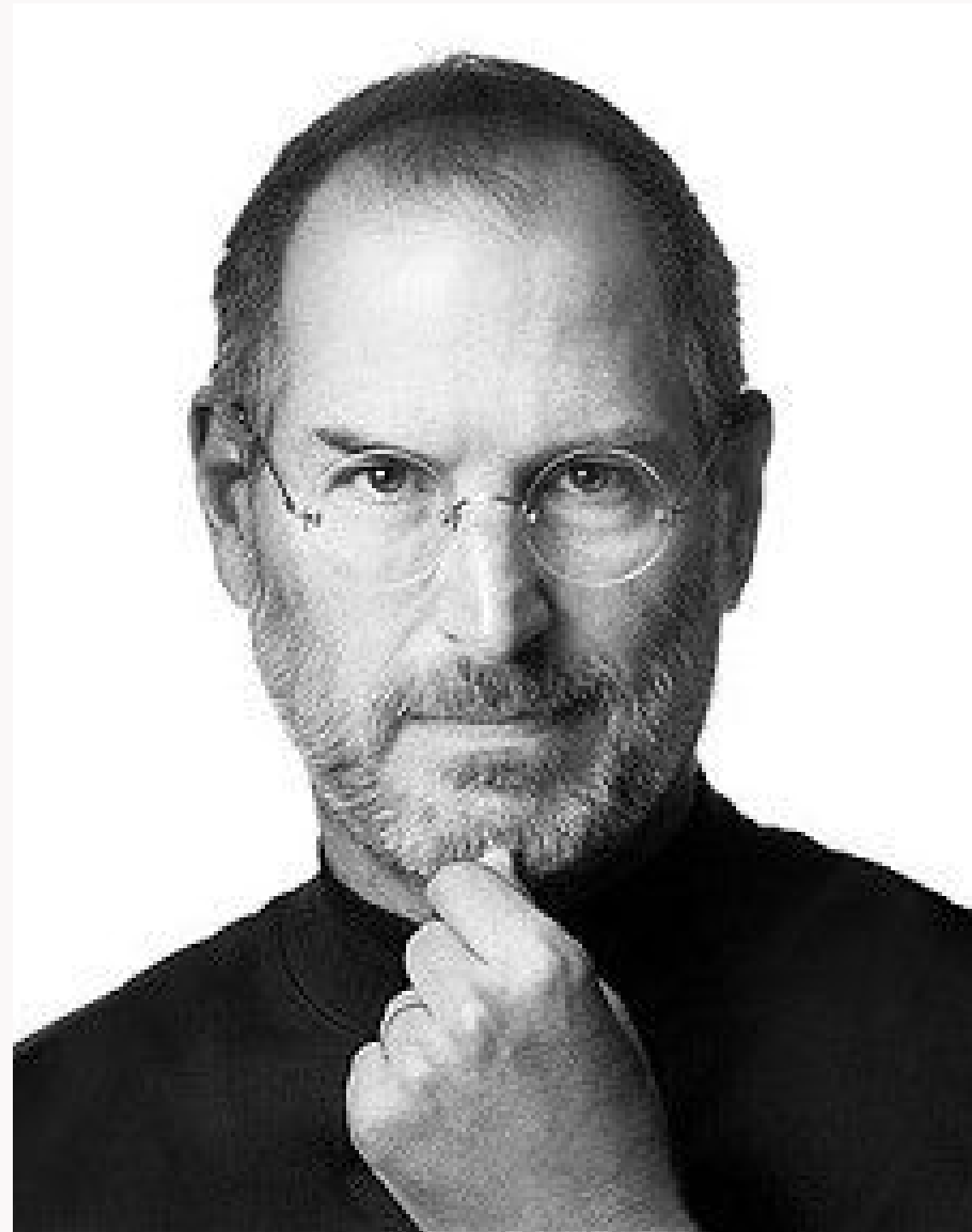
Characteristics:

- Encourages the motivation and positive development of followers.
- Builds company culture.
- Provides coaching and mentoring.



POPULAR PEOPLE USING THIS STYLE

Steve Jobs and Tim
Cook, Apple





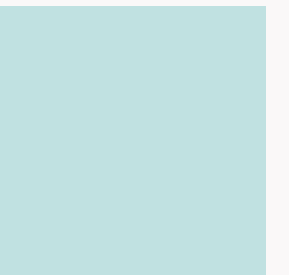
The Quiet leadership

David Rock, 2006

Book: *Quiet Leadership: Six Steps to Transforming Performance at Work*

Characteristics:

- Trust
- Listening
- Think first, talk later
- Keep calm



POPULAR PEOPLE USING THIS STYLE

Abraham Lincoln,
Mark Zuckerberg

