Leading with Purpose:
Rules for Leading with Purpose

An article by Dave Altman and Sara King that appears on the Forbes website explores what it takes to make a conscious decision to lead, thus energizing others and demonstrating passion, commitment, and focus.

The four “rules” presented by the authors for your personal assessment are;

- **Take a clear-eyed look at what’s going on around you.** How is the environment changing? Are you pleased with the changes? Do you have the time? Will you be doing the work that you desire?

- **Clarify your reasons for leading.** How comfortable are you in your role as leader? What impact do you want to have as a leader? Do you have a clear leadership vision? Are your core values aligned to the organization?

- **Articulate your leadership profile.** Start with your strengths and development needs. Include all the tools you use as a leader. Your skills, leadership roles, communication style, how you like to learn, and experiences all contribute to who you are as a leader. Knowing this helps you find your way to your specific desires. Look for roles that use your strengths.

- **Assess the costs of leadership.** How closely does your leadership identity match to reality? Are your values and vision compatible with your work in the organization? What would you be doing this week?

Take a few minutes to write down everything that comes to mind. What do your answers tell you about the fit? The price you’re paying to lead? Are the benefits worth the cost?

Make a conscious choice about why, when, how, and where you want to lead. Be clear about these choices to achieve greater success as a leader and as a person.