

# Introduction

## Big Ideas

- Leadership:
  1. Is a choice, not a position.
  2. Is a skill that can be learned.
  3. Requires making change and progress.
  4. Is about influence—achieving results through others.
- Senior business leaders want their leaders to be able to think BIG and adapt quickly, develop and execute strategy, coach, and improve performance.
- Effective leaders choose to consistently live four essential leadership roles: Inspire Trust, Create Vision, Execute Strategy, and Coach Potential.
- Effective leaders create a culture of engagement where team members can say, “I’m a valued member of a winning team doing meaningful work in an environment of trust.”

Ask yourself: How can I be a more **effective leader**?

