Transformational Leadership Traits

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Transformational leadership is the process to engage one or more persons through motivation in order to help them achieve a goal and raise others to a higher level of motivation and morality (Barr & Dowding, 2016) (Groysberg & Slind, 2018). This new theory of leadership has as a goal the transformation of leaders and followers in order to achieve change and improvement in performance (Barr & Dowding, 2016). As part of this process, transformation leaders have to use communications as a vehicle for promoting a vision, engage others and inspire them into supporting one another to reach that vision (Bowles, 2009). This communication should be delivered with charisma (Barr & Dowding, 2016) and in an individualized manner (Barr & Dowding, 2016) (Groysberg & Slind, 2018). In other words, communication needs to be intimate, interactive, inclusive and intentional in order to be effective (Groysberg & Slind, 2018). Therefore, charisma and individualized consideration are key attributes for transformation leadership (Barr & Dowding, 2016).

As part of this process, the build trust (Bowles, 2009) and the use of key symbols (Barr & Dowding, 2016) are important for engaging people. In other words, transformational leaders should commit themselves into having a close interaction with all team members and foster the cooperation amongst them in order to create an atmosphere of trust and cooperation (Duskat & Wolff, 2001). Furthermore, the respect shared by leaders to team members is fundamental in order to enable the team to have a more honest cooperation (Bowles, 2009). This processes and characteristic will lay out the foundation for building a cultural scaffolding that is pivotal into achieving a new vision or a goal (Bowles, 2009). Moreover, the leader must be passionate and innovative about their work, in other words, being able to predict changes and to implement new solutions that will leverage them (Lndsey & Mitcell, 2012).

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