

*A leader is someone who knows what to do—and then does it.*

Secretary of State James Baker III

Leadership is about just two things: **Strength of character** and **clarity of vision**. Plans and projects *will* fail without a strong leader.

Leadership is not as complex as it's made to seem: the 3C model provides clear definitions and a practical, one-page framework.

### Leaders vs. managers, character vs. skills

While many leaders are also managers, and some managers have leadership ability, they're *not* the same thing: **A manager is someone who helps people work together**, but **a leader is someone who inspires people to take a risk**.

In leadership, skills are important, but secondary to character and vision. Technical knowledge or management and skills can be provided by others.

### Build on the 3C strengths you already have

**Courage.** A courageous leader is decisive. They are ambitious for their organization, undaunted by risks and obstacles. They face hard facts and admit their mistakes and flaws. Churchill said, *You must look at the facts because they surely look at you.*

**Compassion.** Compassionate leaders focus on why the organization's work matters. They apply the Golden Rule to all they say and do. But they're not pushovers: they know caring for staff, customers and the community takes strength.

**Curiosity.** A curious leader is innovative: they want to learn new things, see new connections and are driven to improve. They want to know how other people solve problems.

*You helped me find my voice as a leader.*  
- CMTP member

### Clarity of vision, arising from within

**A leader's vision naturally arises from their curiosity, compassion and courage.** Leaders can clearly articulate their answers to the three core questions about plans and projects:

1. Why are we doing this?
2. Where are we going?
3. How will we get there?

The 3C model helps leaders discover and develop a vision which inspires everyone. They need great communications skills—*clarity is everything*.

Consensus and “soft skills” have their place, but leadership is a lonely endeavor. Margaret Thatcher said, *If you set out to be liked, you will accomplish nothing.*



### Development forged in experience

Leadership can't be taught in a class or on line; it can only be forged in the crucible of experience.

We work 1-on-1 with executives, meeting monthly over several months, focusing on “live” leadership issues. This work can be done in conjunction with our general management coaching or training.

### Benefits at a glance

1. Master a current leadership challenge.
2. Learn a framework for a lifetime as a leader.
3. Be able to evaluate leaders you depend on.
4. Present your vision with confidence, and then
5. Present substantial progress, year after year.

*Please call Derrick Van Mell for information.*