

# TRANSFORMATIONAL Leadership

Transformational leaders  
build trust through authenticity  
and role modeling expected  
behaviors



Always act with integrity, including ethical and socially conscious behavior



Keeping your team  
motivated is a key  
responsibility of  
a transformational  
leader, especially  
in times of uncertainty



Teach your employees  
to not fear failure,  
but instead use  
it as an opportunity to  
learn and grow

Always be coaching your team  
members to unlock their full potential

