

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

