

Five Strengths Common to All "Superleaders"

Dr. Warren Bennis

Dr. Warren Bennis, professor of management at the School of Business Administration at the University of Southern California, conducted a four-year study of outstanding leaders. After examining the source of their strength, Dr. Bennis discovered what he believes are five strengths common to all "superleaders."

1. **VISION** - the capacity to create a compelling vision of a desired state of affairs.
2. **COMMUNICATION** - the capacity to communicate that vision in a way that gains the support of others.
3. **PERSISTENCE** - the capacity to maintain the organization's direction, especially when the going gets rough.
4. **EMPOWERMENT** - the capacity to create a social structure that harnesses the energies and abilities of others to get the best results.
5. **ORGANIZATIONAL LEARNING** - the capacity to monitor an organization's performance, learn from past actions, and use the resulting knowledge to forge a course for the future.