

# WHY IT IS SO IMPORTANT FOR LEADERS TO BE STRONG AND SOFT?

## Frazer University 2017

MARIA DEL ROSARIO PIQUERAS FRAILE

- <http://www.educa.madrid.org/web/ies.valdebernardo.madrid>

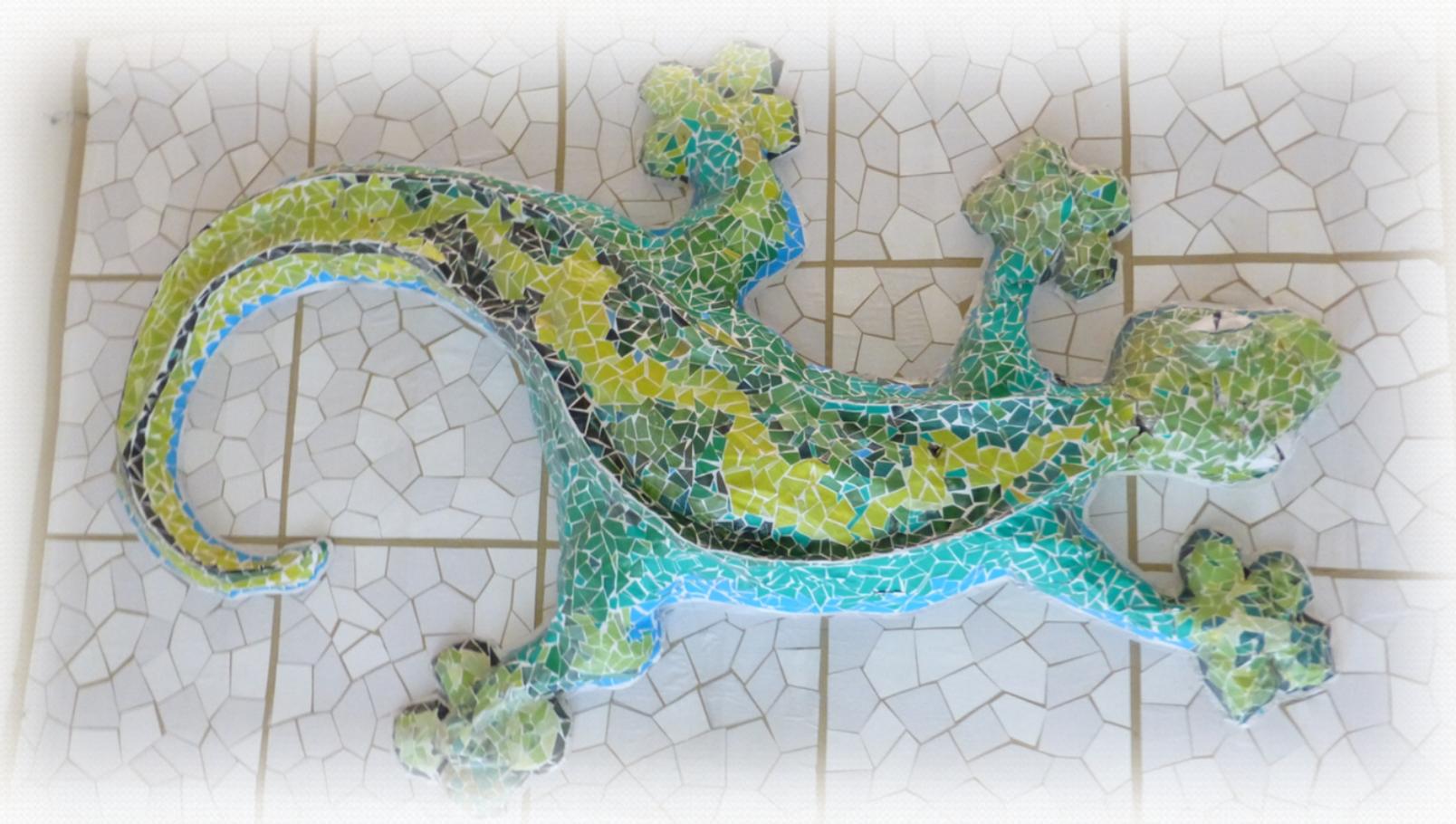




*The Conductor of an orchestra doesn't make a sound. They depend for their power on their ability to make other people powerful*

Benjamin Zander

**It is important to be a leader who inspires, motivates and is assertive**



# Why it is so important for leaders to be both soft and strong?

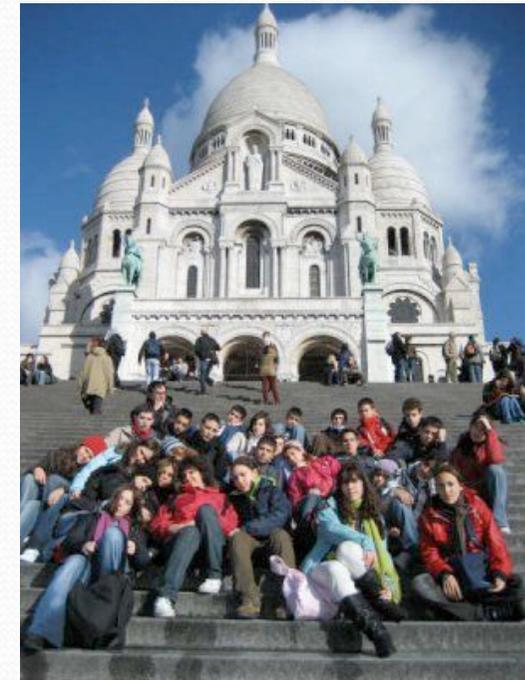
Water is fluid, soft and yielding. But water will wear away any rock which is rigid and cannot yield.

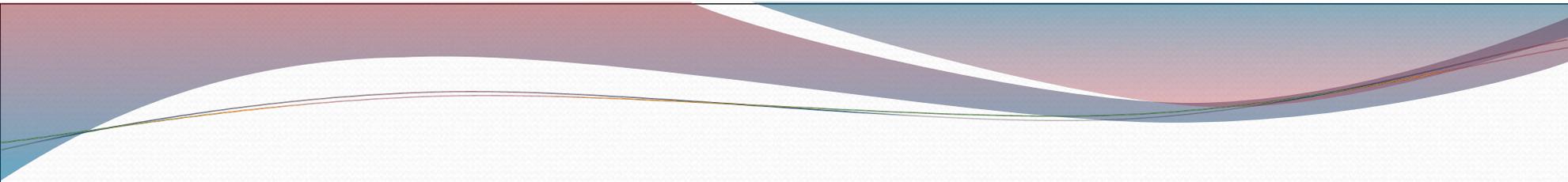
**Lao Tzu's Tao Te Ching**

As a rule, whatever is fluid, soft and yielding overcomes resistance and ability to be soft makes the leader a leader. Gentleness melts rigid defenses. The leader does not fight the force of the group's energy but flows and yields and absorbs and let's go

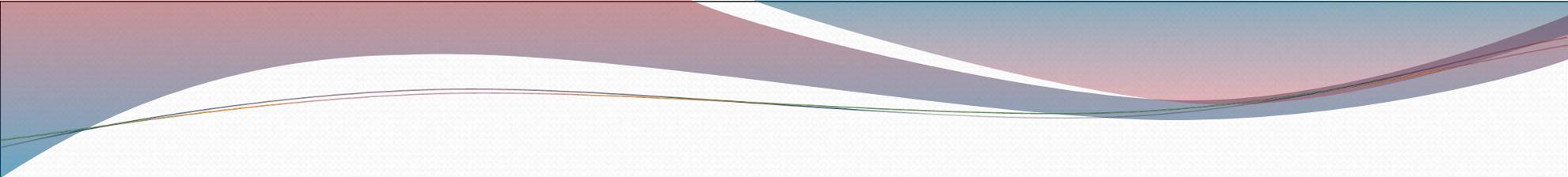
**WHAT IS SOFT IS STRONG**

Therefore, what are some ways of motivating and inspiring them into action?  
How will you be strong and motivating without meeting resistance?





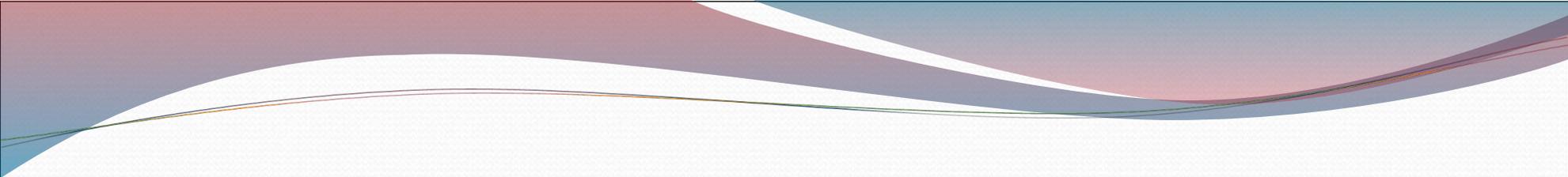
**THE KEY IS YOU**



# The key is you

There is only one type of leadership and is that one who inspires the others to do whatever they think is hard or impossible. Here is the role of inspiring and motivating.

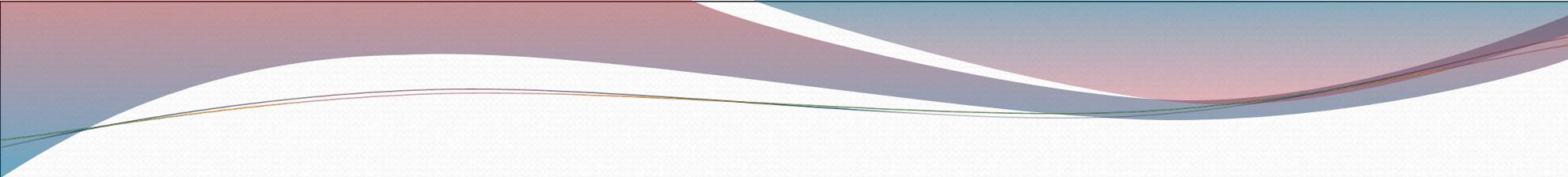
THE KEY HERE IS TO  
PRAISE THEM



# The key is you

The good leader is the one who has a clear objective getting a goal taking advantage of the different capacities each member can have

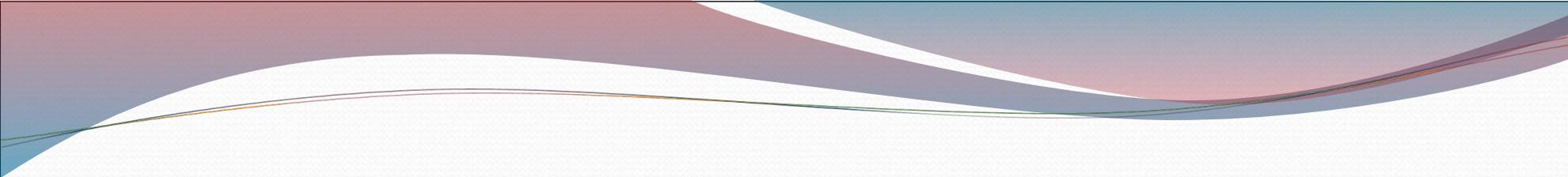
THE KEY HERE IS TO HAVE A GROUP GOAL CONNECTING THE DIFFERENT POINTS OF VIEW



# The key is you

The good leader is the one who can create the right conditions for their team to help the stimuli required for their compromise

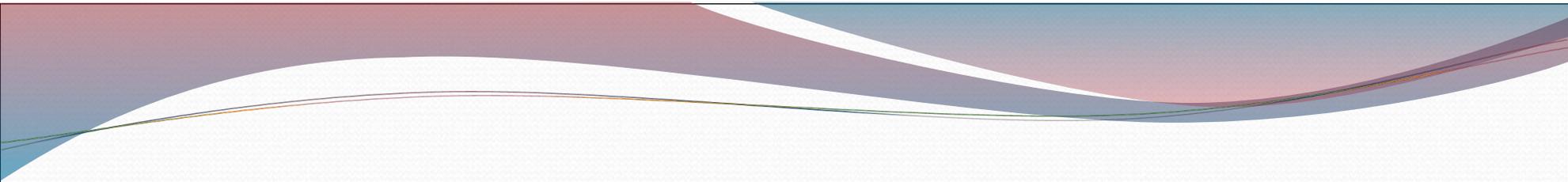
THE KEY HERE IS TO STRENGTHEN THE EMOTIONAL ASPECT



# The key is you

The good leader is the one  
who combines authority  
and influence

THE KEY HERE IS TO  
FIND THE BALANCE  
BETWEEN PRESSURE  
AND SUPPORT



# This leads the leader to be

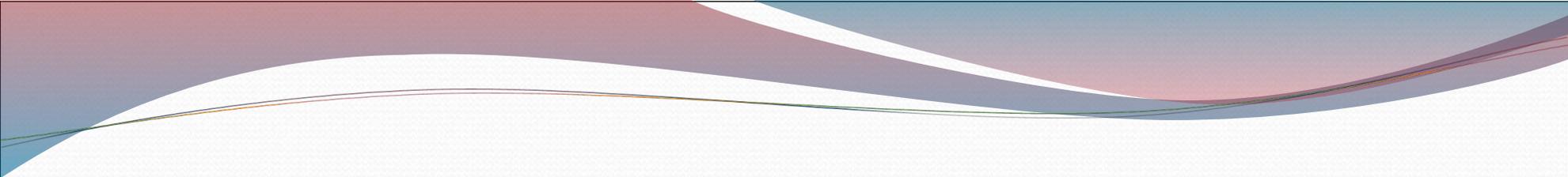
An example

Enthusiastic

Supporting

Caring

Respectful



We are making our job or responsibility more open and connected. We learn from each other perspectives. It is a group goal besides the individual ones

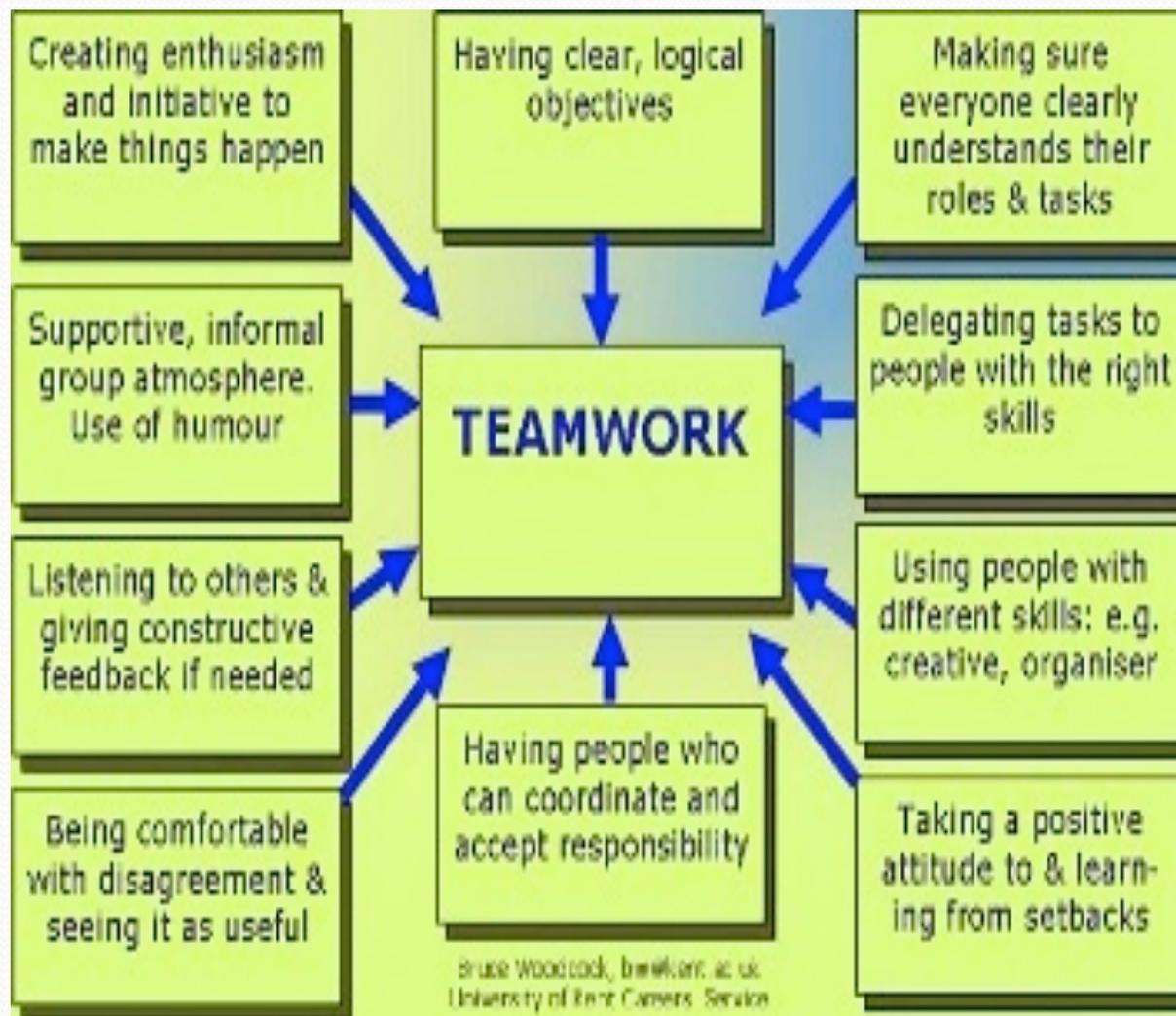
**WANT TO HELP??**

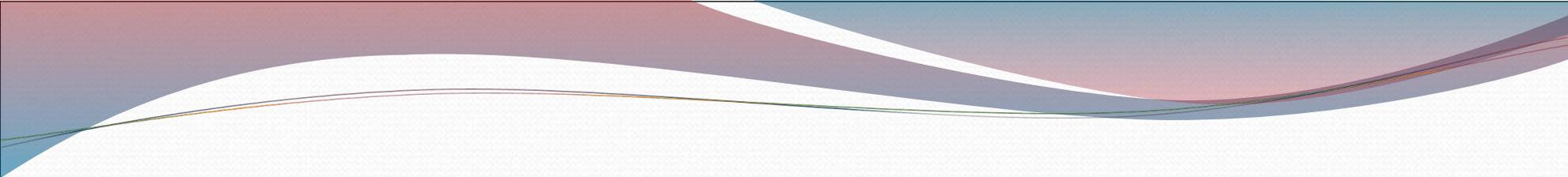
# ACTIONS

- Sharing projects/ideas beforehand with people who will answer positively to the proposal to be carried out so that in this way they can invite others to join. Walk-Talk, coffee.
- Not avoiding a difficult conversation and making the others see that it is possible to achieve the goal but accepting disagreement, giving options and modifying the proposal if necessary, that is negotiation. Suggestion cards

# ACTIONS

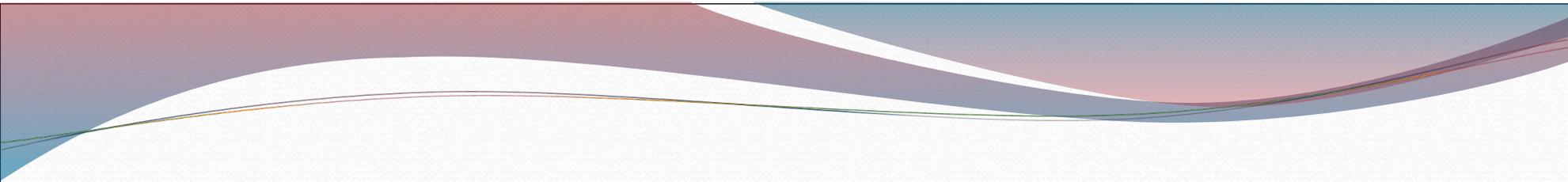
- Analysing the non verbal communication, independently to what they say about the idea proposed; that is taking into account the body language.
- Asking them how they feel when some instruction or suggestion is expressed.
- Recognising the effort and praising team work. Thanks cards, candies and chocolates





# CONCLUSION

The role of the leader is to enroll people to do tasks and feel good about doing things they really do not want to do. It is a self-enrollment in order to experience their freedom of choice and commitment



**THANK YOU**