

# The CornerStone Principles of Leadership

By David Cottrell

## Values Principles

**Integrity** – Results improve in proportion to the level of trust earned by the leader.

**Responsibility** – Results improve when leaders and their followers are held accountable for their actions.

**Commitment** – Results improve to the extent that the leader hires and develops talented people.

**Vision** – Results improve when leaders establish a crystal-clear vision with a convincing reason to embrace the vision.

## Synergy Principles

**Communication** – Results improve when followers understand their role and are rewarded for their accomplishments.

**Conflict Resolution** – Results improve when the leader removes obstacles inhibiting followers.

**Optimism** – Results improve in proportion to the self-esteem and attitude of the leader.

**Change Management** – Results improve to the extent the leader embraces change and makes change possible.

## Investment Principles

**Empowerment** – Results improve as followers are allowed to accept responsibility for their actions.

**Courage** – Results improve in proportion to the leader's ability to confront issues affecting his followers.

**Example** – Results improve when the leader is a positive role model.

**Preparation** – Results improve to the extent that leaders develop themselves and their followers.