

# Forbes - Top Qualities that Make a Great Leader: Part 1

## A) Warm up

1. Have you ever found yourself in a leadership position?
2. What do you believe are the main challenges of leadership?
3. What qualities do you believe a great leader should possess?

## B) Adapted Text - Top Qualities that make a Great Leader

### Forbes - Top Qualities that Make a Great Leader

Adapted from an article published in 2016 in Forbes Magazine

#### Honesty

However honest you think you are, when you are responsible for a team of people, it's important to **raise the bar** even higher. Your business and its employees are a reflection of yourself, and if you make honest and ethical behavior a key value, your team will follow.

#### Delegate

**Honing** your vision is essential to creating an organized and efficient business, but if you don't learn to trust your team with that vision, you might never progress to the next stage. It's important to remember that trusting your team with your idea is a sign of strength, not weakness. Delegating tasks to the appropriate departments is one of the most important skills you can develop as your business grows. The emails and tasks will begin to increase. The more tasks you need **to carry out**, the lower the quality of your work will become, and the less you will produce.

The key to delegation is identifying the strengths of your team, and **capitalizing on** them. Find out what each team member enjoys doing most. Chances are if they find that task more enjoyable, they will likely put more thought and effort behind it. This will not only prove to your team that you trust and believe in them, but will also free up your time to focus on the higher level tasks. It's a fine balance, but one that will have a huge impact on the productivity of your business.

#### Communication

Knowing what you want accomplished may seem clear in your head, but if you try to explain it to someone else and are met with a blank expression, you know there is a

problem. If this has been your experience, then you may want to focus on **honing** your communication skills. Being able to clearly and **succinctly** describe what you want done is extremely important. If you can't relate your vision to your team, you won't all be working towards the same goal. Training new members and creating a productive work environment all depend on healthy communication. This can **stem from** daily conversations with your staff and making yourself available to discuss issues and problems they may have. Your team will learn to trust and depend on you, and will be less hesitant to work harder.

### **Confidence**

There may be days where the future causes a lot of worry, and things aren't going according to plan. This is true with any business, large or small, and the most important thing is not to panic. Part of your job as a leader is to put out fires and maintain the team spirit. Keep up your confidence level, and assure everyone that **setbacks** are natural and the important thing is to focus on the larger goal. As the leader, by staying calm and confident, you will help keep the team feeling the same. Remember, your team will work according to the signals that you **convey**, so if you demonstrate a level of calm damage control, your team will adopt the same **mindset**. The key objective is to keep everyone working and moving ahead.

### **Commitment**

If you expect your team to work hard, you're going to need to lead by example. There is no greater motivation than seeing the boss working alongside everyone else, showing that hard work is being done on every level. By proving your commitment to the project and your role, you will not only earn the respect of your team, but will also **instill** that same hardworking energy among your staff. It's important to show your commitment not only to the work, but also to your promises. If you promised to host a holiday party, make sure that you keep that promise. You want to create a reputation for not just working hard, but also be known as a fair leader. Once you have gained the respect of your team, they are more likely to deliver the peak amount of quality work possible.

## **C) Key Words from Context**

**Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.**

to raise the bar    to hone    to carry out    to capitalise on    succinct  
to stem from    setback    to convey    mindset    to instill

1. To use something to your own advantage: \_\_\_\_\_

*"How can we \_\_\_\_\_ the strong market situation?"*

2. Something bad which happens and takes you backwards in your progress: \_\_\_\_\_  
*"I suffered several \_\_\_\_\_ in my career before I finally reached the top."*
3. To express something briefly and clearly: \_\_\_\_\_  
*"All of the points in the presentation need to be really \_\_\_\_\_."*
4. To increase the standards for something, especially against the competition: \_\_\_\_\_  
*"We have really \_\_\_\_\_ in terms of our customer service this year."*
5. To establish an attitude in someone's mind, or in the minds of a group: \_\_\_\_\_  
*"I aim to \_\_\_\_\_ a hard-working attitude among my team."*
6. To communicate or show (a message, an image, professionalism): \_\_\_\_\_  
*"You will need to dress smartly in order to \_\_\_\_\_ a professional image."*
7. To do or perform a task or process: \_\_\_\_\_  
*"The company has \_\_\_\_\_ an analysis into its sales figures."*
8. The way that somebody thinks. The set of attitudes which someone has: \_\_\_\_\_  
*"We need to approach this project with a really positive \_\_\_\_\_."*
9. To improve and perfect something over a period of time: \_\_\_\_\_  
*"I really want to \_\_\_\_\_ my English skills."*
10. To be caused by something: \_\_\_\_\_  
*"The economic problems in the country \_\_\_\_\_ our incompetent government."*

#### **D) Comprehension**

**Can you answer the questions below about the text?**

1. Why does the author believe that honesty is so important?

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2. What are the key aspects for delegating successfully?

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3. What are the 2 main advantages to delegating tasks?

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4. What does the author suggest that you can do in order to ensure healthy communication in your team?

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5. How should you act when the business is experiencing difficult times? How will the team react to your actions?

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6. What are 2 main advantages to demonstrating commitment to a project?

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### E) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? You may need to change the form of some of the verbs in order for them to fit into the sentence.

to raise the bar	to hone	to carry out	to capitalise on	succinct
to stem from	setbacks	to convey	mindset	

#### The Smartphone Market

The smartphone market is extremely fast-paced. Tech giants such as Apple, Huawei and Samsung need to innovate constantly in order to remain competitive. With the release of every new model, a company is compelled to \_\_\_\_\_ even higher, and competitors need to work very hard to keep up. Manufacturers need to \_\_\_\_\_ endless research into improving their technology and the specifications that the phone can offer.

However, it is not only the technology which needs to attract customers. The design of the phone is another aspect which needs constant improvement. Manufacturers invest huge sums into \_\_\_\_\_ the design of their product, so that it keeps up with ever-changing fashion trends. Manufacturers need to understand the \_\_\_\_\_ of the customers who might want to buy them. What do they want from a phone? What kind of image of themselves do they want to \_\_\_\_\_ to the world? Company logos need to be minimalist so that they look fashionable on the mobile device, and slogans need to be \_\_\_\_\_, with no more than 2 or 3 words in order to attract customers' attention.

Recently, some smartphone companies have suffered \_\_\_\_\_ due to global supply chain problems which \_\_\_\_\_ the covid 19 pandemic. As soon as one company has problems, their competitors will no doubt aim to \_\_\_\_\_ their rivals' misfortune.

## Answers to Exercises

### C) Key Words from Context

1. To use something to your own advantage: **to capitalise on**

*“How can we **capitalise on** the strong market situation?”*

2. Something bad which happens and takes you backwards in your progress: **a setback**

*“I suffered several **setbacks** in my career before I finally reached the top.”*

**Why this word is useful in business:**

This word is great because there is no real synonym for it, and it is situation which occurs in almost every project

**Collocations:**

- To suffer a setback / to have a setback
- To overcome a setback: *“We lost a lot of revenue during the covid 19 pandemic, but we have since managed to overcome the setback.”*

3. A brief and clear explanation of something: **succinct**

*“All of the points in the presentation need to be really **succinct**.”*

**Why this word is useful in business:**

This is a great word to use, because the aim of any presentation, explanation, slogan, feedback, advice is to be succinct.

**Collocations:**

- A succinct explanation: *“She gave me a really succinct explanation about the strategy.”*
- A succinct presentation: *“The presentation was really succinct and manage to hold the audience’s attention.”*

4. To increase the standards for something, especially against the competition: **to raise the bar**

*“We have really **raised the bar** in terms of our customer service this year.”*

**Using this word in a sentence:** In a sentence, we can simply ‘raise the bar’, or we can ‘raise the bar in terms of’ something. E.g. *“Our competitors have really raised the bar this year in terms of their technology, so we need to focus on doing the same.”*

5. To establish an attitude in someone’s mind, or in the minds of a group: **to instill**

*“I aim to **instill** a hard-working attitude among my team.”*

**Why this word is useful in business:**

This word is great because

**Collocations:**

- instill a (positive/dynamic) mindset

We can also use 'instill' with any noun which refers to a mindset or way of thinking

- instill positivity
- instill a strong work-ethic
- instill creativity
- instill innovation
- instill competitiveness

6. To communicate or show (a message, an image, professionalism): **to convey**

*"You will need to dress smartly in order **to convey** a professional image"*

**Why this word is useful:****Collocations:**

- to convey a ... image

This can also be used with any noun which relates to an image:

- to convey confidence / professionalism

7. To do or perform a task or process: **to carry out**

*"The company has **carried out** an analysis into its sales figures."*

**Why this word is useful in business:**

This word is much better than 'do'. There are also some synonyms such as 'perform' and 'conduct'. There are so many uses for this in a sentence that it is good to have some synonyms in your toolbox, and phrasal verbs are always well-received in business.

**Using this word in a sentence:**

to carry out research / to carry out an analysis / to carry out a plan / to carry out a task / to carry out an assessment / to carry out checks / to carry out instructions

8. The way that somebody thinks. The set of attitudes which someone has: **mindset**

*"We need to approach this project with a really positive **mindset**."*

**Why this word is useful in business:**

I prefer this word over 'mentality' or 'attitude'. There are some subtle differences between these words, but overall, 'mindset' sounds more dynamic when used in a positive context.

9. To improve and perfect something over a period of time: **to hone**

*"I really want to **hone** my English skills."*

**Why this word is useful in business:**

This word is better than 'improve' because it suggests that something was already to a fairly high standard, but you are improving it to make it even better. It also suggests that this is a gradual process, and one which you have put a lot of effort into over time. Overall, it sounds like you are doing an extremely professional, methodical job of improving something.

**Collocations:**

- to hone my ... skills
- to hone my ... knowledge
- to hone the ... strategy

10. To be caused by something: **to stem from**

*"The economic problems in the country **stem from** our incompetent government."*

**Using this word in a sentence:**

When we use the phrase 'stem from' we only follow this with a noun. E.g. "Our success stems from our hard work".

However, if we want to add a more complicated full sentence after 'stem from' we use 'stem from the fact that'. E.g. "The country's economic problems stem from the fact that the country was slow to open up after the covid pandemic." This always sounds very professional when discussing the root cause of a problem, for example.

## D) Comprehension

1. Why does the author believe that honesty is so important? **Because your business and employees are a reflection of yourself, and if you make honest behaviour a key value then your team will follow you.**
2. What are the key aspects for delegating successfully? **Identifying the key strengths of your team and taking advantage of them.**
3. What are the 2 main advantages to delegating tasks? **The first main advantage is that it will prove to your team that you trust them. The second main advantage is that you can free up more time to concentrate on higher level tasks.**
4. What does the author suggest that you can do in order to ensure healthy communication in your team? **You can have daily conversations with your staff, and you can make yourself available to listen to their problems.**
5. How should you act when the business is experiencing difficult times? How will the team react to your actions? **In terms of how you should act, you should not panic, keep**



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the team spirit high, maintain your level of confidence and assure your team that setbacks are normal. Your team will adopt the same mindset as you.

6. What are 2 main advantages to demonstrating commitment to a project? **You will earn the respect of your team, and you will instill a hard-working mindset among your staff.**

## E) Key Words in a New Context

### The Smartphone Market

The smartphone market is extremely fast-paced. Tech giants such as Apple, Huawei and Samsung need to innovate constantly in order to remain competitive. With the release of every new model, a company is compelled to **raise the bar** even higher, and competitors need to work very hard to keep up. Manufacturers need to **carry out** endless research into improving their technology and the specifications that the phone can offer.

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Recently, some smartphone companies have suffered **setbacks** due to global supply chain problems which **stemmed from** the covid 19 pandemic. As soon as one company has problems, their competitors will no doubt aim to **capitalise on** their rivals' misfortune.