



The Cs of Effective Leadership: Confidence, Competence, Courage, and Calm

I am in the business of supporting leaders desiring to be confident, competent, courageous and calm in the profession of leadership. Each time I repeat this phrase it occurs to me these words can be heard as marketing “slick talk.” Of course, every entrepreneur needs an elevator speech and this is mine. However, I speak about these qualities with leaders because I see them in the most effective leaders I know. These qualities are used by leaders as a frame work that provides focus to their leadership. I refer to these qualities as ***The Cs of Effective Leadership: Confidence, Competence, Courage and Calm.***

Confidence is more than the physical swagger one has when entering a room. Effective leaders are confident in their values and use them as a platform for the actions they take. Effective leaders inspire confidence in those who follow them because confident employees are better at achieving business goals. Effective leaders confidently face down insecurity by leaning into past successes as reminders of their ability to get results, even during difficult times. Confidence is an anchoring factor that serves as a springboard for the development of the other Cs.

Competence is frequently thought of as the technical ability one develops to perform in the workplace. Yet another form of competence often goes unnoticed. Effective leaders competently inspire and extend trust to others, develop people, create respectful workplace environments and understand that relationships really matter. Leaders who recognize their success happens with and through people state developing this form of competence is as important as being technically competent.

Courage is an absolute necessity for today’s leader. Effective leaders courageously speak truth to power and difficult situations. Effective leaders courageously create vision for things others cannot see. Effective leaders courageously face down resistance to move the vision forward. Effective leaders courageously align budgets to ensure resources are available to support what truly advances mission, goals and objectives. Effective leaders courageously go where others won’t if it means doing the right business over the status quo. Effective leaders have the courage to stop doing things that no longer have relevance even when these things are long standing and loved by others.

Calm, like confidence is an anchoring factor in effective leadership. In my office hangs a quote, *“Peace. It does not mean to be in a place where there is no noise, trouble, or hard work. It means to be in the midst of those things and still be calm in your heart.”* Effective leaders infuse the workplace with calm creating an environment that encourages thoughtful consideration of important matters. Effective leaders are willing to confront factors that disrupt calmness to help employees remain focused and productive even in the midst of noise, trouble and hard work. Effective leaders use calm as vital resource in the way they use other vital workplace resources.

Leaders need to be effective in order to succeed. However in a world with a gazillion definitions for effectiveness it can be hard to find a frame work that meets your needs. The Cs of Effective Leadership is a model with concepts that resonate with the head, heart, and gut of most leaders who hear them. As you continue your leadership journey begin to define effectiveness for yourself. Doing so will enhance the quality of your work and add value to your experiences as a professional leader. .

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