

Effective leadership starts with yourself

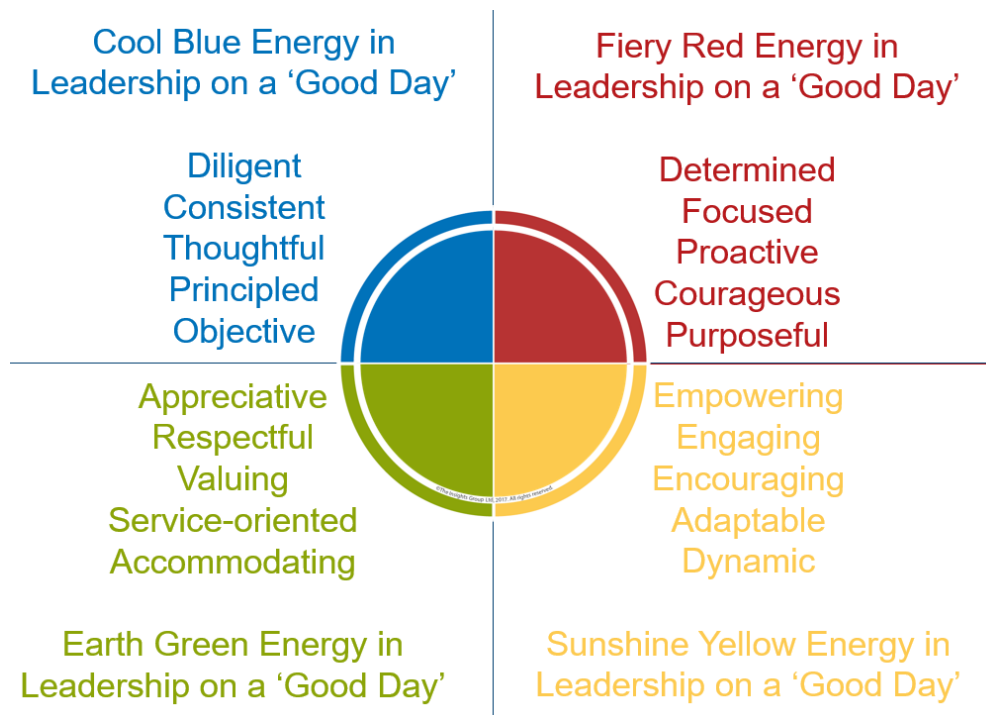
What do your Insight Colors say about your leadership qualities?

Leaders who know their qualities and limitations are proven to be more successful than those who lack this self-insight. Leadership development therefore always starts with self-insight. A personal [Insights Discovery profile](#) supports this self-insight.

Maybe you know what your preferred Insights colors are. What do they actually say about your leadership qualities? For example, what about the frequently heard claim that 'people with first color Red are the best leaders'? We can be brief about that. All 4 Insights colors include qualities that are important for good leaders. In other words: effective leaders use all 4 colors. If they don't, they won't succeed.

Insight Colors and Leadership Qualities

First the colors with their leadership qualities. What applies to our daily interactions with others also applies here: every leader has a preference for one or more colors, but can - sometimes with some effort - also use the other colors. These preferences are also expressed in his or her leadership style.



Effective leaders can adapt their style!

4 Manifestations of leadership

What is your leadership style?

Whether someone is effectively leading does not depend on their Insights colors. Every color has qualities that are important for good leaders. It's mainly the combination of qualities that does it. However, someone's preferred colors are reflected in their leadership style. Insights distinguishes 4 manifestations of expression of leadership. Although the best leaders have a preference for a certain form, they are still able to effectively integrate all 4 in their personal leadership style.

CENTERED LEADERSHIP

The centered leader is fully present in the here-and-now and authentic, with integrity and purpose. He says what he means and means what he says. In order to excel in centered leadership, leaders must primarily draw on their Soft Green and Bright Blue. The combination of these introvert colors:

- makes it possible to think calmly about one's own beliefs, values and motives which underlie the way of leadership
- relies heavily on the function Sensing of Carl Jung
- enables the leader to be completely in the here-and-now: alert and focused on what is going on and what needs to be done.

Centered leadership requires a certain level-headedness. If you want to be effective in this manifestation of leadership, it is important to have both feet on the ground. As a centered leader you enjoy being fully in the moment. You are alert to what is happening, both to yourself and to your people.

VISIONARY LEADERSHIP

The visionary leader sees opportunities, creates options by looking creatively ahead and gets enthusiastic followers by communicating his visions in an inspiring way. In order to excel in visionary leadership, leaders must primarily draw on their Fiery Red and Radiant Yellow. This combination of extrovert colors:

- makes it possible for the leader to focus on the surroundings and to form an image of the possibilities and ways to respond to them.
- essentially relies on the function Intuition of Carl Jung
- enables the leader to make connections and see opportunities that others miss.

Visionary leadership ensures a supported course and goal. If you want to be effective in this manifestation of leadership, you have to take your people into your story and give them the feeling that you are on your way to the same destination together. As a visionary leader you communicate effectively at every level and get everyone on board. You radiate warmth and enthusiasm in everything you do and are an inspiration to all.

RELATIONAL LEADERSHIP

Effective leadership is not just about individual success. The relational leader stimulates equal cooperation in order to make the most of the potential of people and groups. His way of leadership shows a lot of understanding and insight. In order to excel in relational leadership, leaders need to appeal to both their Brilliant Yellow and Soft Green. This combination:

- emphasizes relationships that revolve around mutual respect and cooperation
- relies heavily on the function Feeling of Carl Jung
- ensures that every interaction stems from the need to facilitate and take account of others.

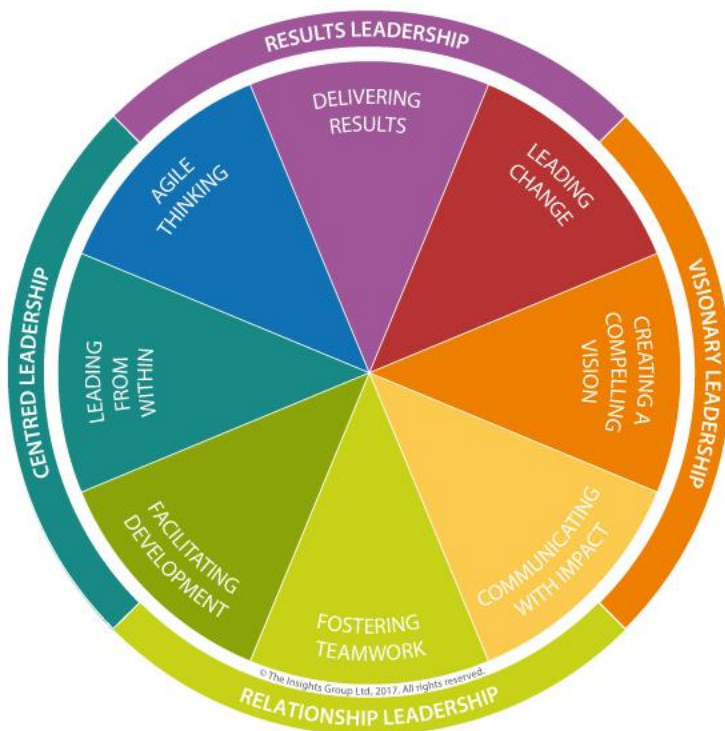
Relational leadership is about appreciation and recognition. If you want to be effective in this manifestation of leadership, you must feel genuine concern for your people, your team and your stakeholders. As a relational leader, you make people feel valued. You stimulate and nurture an atmosphere of togetherness and empowerment. In this way you help people to get the best out of themselves.

RESULT-ORIENTED LEADERSHIP

The results-oriented leader retains his commitment from start to finish. A fundamental characteristic is tenacity. Emotional resilience is crucial to keep going even in tough times. In order to excel in result-oriented leadership, leaders must call upon their Bright Blue and Fiery Red. This combination:

- guarantees task orientation and the ability to set priorities and do the work efficiently.
- leans strongly on the function Thinking of Carl Jung
- enables the leader to approach challenges objectively and rationally.

For result-oriented leadership: 'a deal is a deal'. If you want to be effective in this manifestation of leadership, you have to fully go for it and deliver what you have agreed upon beforehand. As a result-oriented leader it is the end goal that drives you. With every step you take, you measure and monitor progress and success.



An addition to an Insight Discovery profile is the chapter on leadership, based on the Insights Transformational Leadership Model. The 4 manifestations are elaborated into 8 leadership competencies.

Learn more about Insights Discovery as a tool for self-reflection: www.insightsbenelux.com