



BEVERLY STEWART, LLC

### Leadership Qualities in 21 Words

In these crisis-ridden times, leadership is a hot topic in corporate America. It also applies to small businesses. Here are essential traits and advice listed in author John Maxwell's **The 21 Indispensable Qualities of a Leader**.

1. **Character:** Be a piece of the rock.
2. **Charisma:** Seal the deal with the first impression.
3. **Commitment:** Separate yourself from the dreamers as a doer.
4. **Communication:** Connect with others on the trip of life.
5. **Competence:** Display it and the customers will come.
6. **Courage:** Show it and you become a one-person majority.
7. **Discernment:** Put an end to unsolved mysteries.
8. **Focus:** Sharpen it and you sharpen yourself.
9. **Generosity:** Light others' candles and win.
10. **Initiative:** Refuse to leave home without it.
11. **Listening:** Use your ears to connect with the heart.
12. **Passion:** Take this life and live it.
13. **Positivity:** You can if you believe you can.
14. **Problem Solving:** Refuse to let problems be a problem.
15. **Relationships:** Get along and others will go along.
16. **Responsibility:** Carry the ball.
17. **Security:** Add this to your bag of business tools.
18. **Self-Discipline:** Lead yourself first.
19. **Servanthood:** Put others first to get ahead.
20. **Teachability:** Keep learning to keep leading.
21. **Vision:** Look ahead in down times.

**The Viral Economy:** The viral economy efficiently distributes opinions and experiences for the benefit of others. The internet has paved Main Street to wrap around the world, allowing the little guy to compete with Goliath. In a viral economy, all businesses are equipped with the same slingshot.

**Social Entrepreneurship:** American businesses are taking a hands-on approach to social responsibility in addition to their regular financial contributions to charities.

**Building Green:** Using eco-friendly materials and processes along with sustainable alternate energy sources, such as solar power, to improve environmental, economic, health and productivity performance.

**Letting Consumers Vote:** The web has made it very easy for businesses to allow consumers to vote on their favorite products. Getting consumers involved in the decision-making process gives them a vested interest in your business.

**Fractional Ownership:** Not all of us can afford our own jets or vacation homes. Why not expand the fractional ownership model to other expensive products and services? In the gotta-have-it social world we live in today, offering consumers a piece of the pie could be a sweet deal for you.

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