

# Five keys

## to creating and inspiring enthusiastic followers

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### Connection

Connection is about acknowledging and appreciating another's needs, values and feelings. If you don't know what they are, you can always ask! What matters is that you care enough to find out, take the time to give them priority and pay genuine attention to their concerns. It requires awareness and empathy and provides the foundations for relationship building.

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### Clarity of perception

Clarity of perception is about how you think about the world. It is based on hard facts and opinions. It is also about your ability to forecast the future further ahead than your audience can: to be clearer and more certain; to have foresight and judgment; to be able to predict and later be proven right. This provides the content of what you say and is how you can win peoples' 'minds'.

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### Conviction

Conviction is about your strength of feeling and commitment to the values, principles or beliefs which support your cause. This is about your passion, because it's passion that wins peoples' "hearts". Have you got the courage of your convictions?

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### Commitment

Commitment is about your determination, in the eyes of your audience, to personally commit the necessary actions to achieve the stated goal(s). "This is going to happen," "you can count on me..." Commitment is also about what you will contribute to achieving the goal. Don't ask others for their commitment, instead offer yours.

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### Communication

Communication is about your skills in articulating your Perception, Conviction, Empathy and Determination to your audience. Communicate in a credible and authentic style by speaking with sincerity and following up with your actions. Remember, what you say and how you say it are important.

These five keys will improve your ability to create confidence, generate enthusiasm and empower people so that you can inspire them to action. They are part of Cranfield's Developing Leadership Practice programme.



# #5Keys

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