Persuasive Forms of Leadership Paper

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February 22, 2010
Abstract

Leadership is a process of envisioning the best outcome of a project, and crystallizing that vision into reality (Rusaw, 2001). Persuasive forms of leadership can be used in various ways, persuasive leadership, and the power to influence. Public leaders must be able to convince followers about the intended motives, showing an interest in the issues, concerns that affect the public well-being. Once public leaders have the attention of followers, addressing the need, proposing a way in which to find solutions, visualizing the outcome, acting upon those solutions, followers are influenced into believing the message. This paper will address the various ways in which persuasion can be used to facilitate change, deliver a message, build relationships, and address the public need. Public leader's deliverance of intentions is so important; the people need someone who can change the thoughts and ideas through creative and innovation measures and still remain connected to the people.
Persuasive Forms of Leadership

Building trust is a critical component in meeting the need of change, if followers have no trust in a leader the opportunity in meeting the need of the public good will not succeed in bringing change. Once trust has been establish public leaders must begin the task of persuasion, identifying the best ways in which to bring followers in. Each of these persuasive forms of leadership influence how followers respond to the intentions leaders are trying to relay to the public. Each of these persuasive forms are characteristics of leadership that followers can examine and base opinion on the legality of information received.

Credibility

Public leaders build credibility by demonstrating expertise in specific areas of interest this is important information based on the issues or concerns. When public leaders communicate a message to followers and are consistent in the delivery followers are more likely to be receptive in listening and communicating feedback. President Barack Obama’s credibility began with public service though his commitment to community in helping to improve the lives of the people. President Barack Obama was able to change laws, develop new legislation, gather the support and backing from entities with connections to resources, which, in fact, demonstrated his ability to solve problems through alternative power sources.

Shared ground

When public leaders and his or her followers share a common purpose in seeking change, this shared ground tends to bring people closer to not only the leader but also the mission, vision, goal. Sharing a common purpose and demonstrating passion, desire, and actively seeking solutions is a monumental persuasive form for effective leadership. Shared purpose help in
bringing people together in achieving, empowering, collaborating ideas for the greater need sharing beliefs, norms, and values. When all parties are on the same path toward goal-setting the outcomes are more effective, supporting the people who support the mission.

President Barack Obama shared a common purpose with the people, change; society was ready to support someone who understood the issues and concerns that began to harvest uncertainty about the present and future of this country. President Barack Obama was able to bring compelling messages about hope, new direction, and accountability from all levels. President Barack Obama’s appeals to the public was and remain consistent in language and deliverance. Staying connected to the people and building on those common purposes give followers a sense of partnership, accomplishment.

Compelling position

Communication and deliverance can either persuade followers in other cases can bring chaos and confusion about the intentions. Public leaders can persuade and make a connection with followers through compelling facts and expertise. When people are emotionally attached to a purpose, the perception of public leadership approach through communication has to be inspiring enough to convince followers about present and future change.

President Barack Obama was able to persuade followers through his compelling messages about change. His appeal to the public, delivered with such passion and belief about being pro-active together as a nation. Whenever President Barack Obama spoke, people stopped and listened to whatever he was trying to deliver to the public. His charismatic confidence believable even in the mist of other pressing matters.

Rewards and Incentives
Public leaders expect followers to complete task, demonstrate excellence, empower through building on relationships that support and encourage purpose. Followers want to remain positive and be rewarded for achievements in helping to move organizations into present and future goal-setting. The success of effective public leadership can be based on the performance and behaviors of his or her followers without proper leadership and guidance the opportunity to reward with incentives will not transpire.

Public rewards are developed through careful planning and development of programs for the good of the public. Public leaders make promises to gain popularity in some cases; in turn public leaders reward that popularity by delivering the desires voiced by the public. The value placed on rewards and incentives must be equal to the value of the follower.

Commitment

When public leaders are committed in making change, and are actively seeking solutions followers tend to support the mission. Followers want to see leaders working diligently in making sure public welfare is first priority. Public leaders who demonstrate consistent attention to the issues at hand and are willing to sacrifice personal values, beliefs for a larger segment of society will surely get respect. Commitment shows loyalty to the people, obligation, and pledge to do what is necessary. President Barack Obama has been working diligently toward a better health care program.

His commitment even during the mist of conflict between the democrats and republicans still did not deter him from sending the message that a new health care bill is essential for the American people, every option, opportunity must be thoroughly applied. The financial, housing crisis, President Barack Obama’s commitment in addressing those individuals who held leadership positions, and did not follow proper protocol would be held accountable, help those
who were affected by unethical practices. These examples of commitment demonstrate responsibility for public good.

Conclusion

Influence is a powerful resource in leadership, it provides opportunity to change attitudes, understand norms, values, demonstrate commitment, building relationships, working toward common purposes. A persuasive form of leadership does come in many forms, identifying the best and effective way is critical in meeting the public need. Consistency is a characteristic that help all parties in staying aligned with what is necessary in long-term success. If leadership consistently changes, behaviors not aligned with the performance, individuals will begin to question leadership abilities, and then in fact productivity, workplace environment began to visibly show no respect, legitimacy or mutuality.
References


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