

# Transformational Leadership Theory

Summary: Transformational leadership is about turning followers into leaders. Every business owner wants employees who can build his business in his absence. The most effective way to do this is to have leaders who can build a business (your business) better than you can. Creating leaders is the key, which is a win-win for everyone.

Transformational leadership is powerful because the followers are motivated internally and not externally. The followers are highly motivated because they see that they can become great. Followers are much happier when you are motivated from within and not based on your environment. The leader empowers the follower which is a major motivating influence. The follower feels freer. You have greater agency and freedom to become and create.

Every ambitious soul has the dream to reach his/her full potential. This leadership style is designed to accomplish exactly that.

Transformational leadership works best with a powerfully influential leader. These leaders are able to motivate their followers to work and feel like they are in a cause greater than themselves. They are not working just for a paycheck but to make a real difference.

The transformational leader is able to motivate followers through his high level of character. The transformational leader has a deep genuine concern for the overall success and welfare of his/her followers; thus creating a loyal following.

You want your followers to question the status quo. You don't want to be the only person experiencing breakthroughs. You want every team member to have breakthroughs. You fully understand that leadership is not solely your job but everyone's.

High levels of character and morality is mandatory with this leadership theory.

## Four Aspects of Transformational Leadership

### 1. Idealized Influence

You do what is right and are not concerned about what is easy or convenient. You are not concerned about being right but only concerned that the right thing is done. You are the kind of leader who lets your people realize they can achieve beyond their own expectations.

## **2. Inspirational Influence**

You are able to bless your people with high levels confidence and self-efficacy. Self-efficacy endows your team with courage to take on great challenges. It enhances human accomplishment and well-being.

## **3. Intellectual Stimulation**

Intellectual stimulation encourages followers to think and solve problems on their own. This principle empowers followers to be pioneers in the company. It is thinking outside the box. It is about making a leader out of every follower. It intentionally clashes with the status quo. It seeks out change.

## **4. Individualized Consideration**

You work one-on-one with your followers with this method of leadership. You are concerned about the individual follower. You are genuinely concerned about the overall welfare and show it through empathy. You realize that problems and challenges outside of the workplace do affect work performance.

# The Benefits of Transformational Leadership

- Higher morale
- High performance
- High commitment to the business
- High levels of trust in management
- High satisfaction with leadership

Summary: Transformational leadership theory is a very popular modern day leadership method; because it motivates followers from within. This leadership method requires more investment into the followers but the payout is also greater.

About The Author: Learn more about leadership by going to [BretBradshaw.com](http://BretBradshaw.com). You will also find information about operating a homebased business.

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