



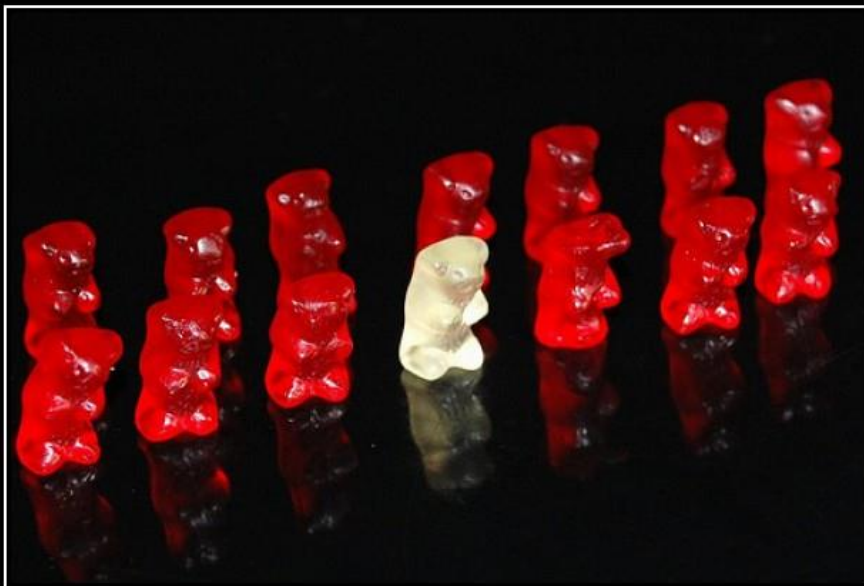
In “Why Should Anyone Be Led by You?” Coffee and Jones explain the four qualities or principles of an inspirational leader. These four qualities are as follows: they are willing to show weaknesses as long as the weakness doesn’t impede the job being completed, they use intuition to determine the appropriate timing for their actions, they govern with “tough empathy”, and finally they reveal their differences to their employees. Coffee and Jones argue that an inspirational leader understands why he/she is unique and uses this uniqueness while leading the team. “In fact,” Coffee and Jones reveal, “Using these differences to great advantage is the most important quality of the four we’ve mentioned” (2000, p. 68).

These differences can be easily distinguished such as a person’s style of dress or external appearance. The differences can also be not so easily distinguishable such as a person’s imagination or loyalty. For example, one of the best leaders I know, my former tenth grade advance placement

government teacher, is widely known for his trademark goatee and insistence on always wearing a dress shirt and tie regardless of the situation. These easily noticeable traits highlight his differences with others. He is also known for his humor, loyalty, and propensity to be frequently, yet slightly tardy. These differences also set him apart from the people he leads.

The motivational poster created above is intended to emphasize the leadership quality of embracing and revealing one's differences to his/her employees. The poster is designed to inspire leaders to "dare to be different." The red umbrella amongst all the black symbolizes the importance of accepting one's differences and fully utilizing these differences to be an inspirational leader. Carrying a red umbrella amid a sea of black is a purposeful move on the behalf of the person on the other end of the umbrella. This metaphor can possibly be best rationalized with John Harvey-Jones, CEO of Imperial Chemical Industries (ICI), a large manufacturing company in the United Kingdom. When a black and white sketch of Harvey-Jones was put into a British newspaper, "everyone knew who it was." Like the carrier of the red umbrella, "He was very clever in developing differences that he exploited to show that he was adventurous, entrepreneurial, and unique-he was John Harvey-Jones." This deliberate understanding of one's differences is not necessarily the norm. According to Coffee and Jones, "Most people, however, are hesitant to communicate what's unique about themselves." It is important to remember that, "Anything can be a difference, but it is important to communicate it" (2000, p. 69).

I really enjoyed completing the motivational poster assignment for this unit. I created these additional posters for simple amusement, and I thought it was appropriate to share them.



LEADERSHIP

Dare to be different.



LEADERSHIP

Dare to be different.

Motivational Poster Assignment Feedback

Score

5 / 5 - 100 %

Feedback Date

Aug 6, 2013 10:48 AM

Dropbox Feedback

First, you're a great writer, and the way you weaved quotes from Coffee and Jones is exemplary. This made me smile: ". . . is widely known for his trademark goatee and insistence on always wearing a dress shirt and tie regardless of the situation . . . he is also known for his humor, loyalty, and propensity to be frequently yet slight tardy." Traits to which we all may aspire (perhaps not the tardiness, but I like it nonetheless!). Overall, your explanation around, as I read it, "accepting one's differences and fully utilizing these differences to be an inspirational leader" is masterful. I'm learning from you here, Don.

Your image was nicely done - thanks for including the others as well (I agree it was appropriate). This more than satisfies all of the requirements for this assignment and I can't wait to read your further work.

Josh