The Legitimate Leadership Model provides a unique framework for cultivating trust, loyalty and willingness amongst employees in an enterprise, based on legitimate leadership. It is based on a premise that the key problem facing leaders at work is to establish a sense of legitimacy for their leadership. Moreover, that there are universal criteria for legitimate power.

These criteria were first established from seminal research and have since been validated in diverse contexts all over the world in the last 20 years.

“This approach unleashed a spirit of generosity and courage in our people that we would not have thought possible.”

Graham Edwards Managing Director, African Explosives Limited

The key insight from the initial research was that trust in management is granted or withheld singularly on the basis of employees’ perception of leaders’ genuine concern for employee welfare. By this is meant that leaders have a sincere and genuine concern for those in their charge and that this is evidenced by enabling their people to realise the best in themselves. The universal criteria for legitimate power, in other words, are Care and Growth.

While the above sounds staggeringly simple, the practicalities of the approach are not at all clear to those in authority in an organisation. This is because they are principally held accountable for results, for what they are getting from their people, rather than from what they are giving to them in terms of Caring and Growing them.

“There is no compromise on care and growth. They are integral to every aspect of leadership. It is the only way to create a truly effective, ethical and sustainable organisation.”

Leonie van Tonder, former CEO, FNB Shared Services

The two day workshop provides those in leadership positions with an understanding of the Legitimate Leadership framework and an opportunity to assess the degree to which they are currently aligned to the Care and Growth criteria. It also deals with the practical application of the framework and the integration of the principles into day to day leadership practices.

To find out more or to reserve your place, reply with your details to events@legitimateleadership.com