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### **3 Key Elements to Achieving Followership as a Woman in Business**

How would you like to attract and retain the best talent for your business, build and maintain strong relationships with your clients and achieve measurable success year-on-year?

As a Woman in Business myself, having worked for 30+years within Corporate, Financial, Professional and Luxury Brand Consumer industries, I fully understand your challenges in particular around team excellence that leads to increase of productivity for the greater good of your business.

We also live in such a competitive world and in particular during times of adversity, it is vital to continue nurturing relationships with clients.

#### **How can you achieve followership?**

##### **1. Express and elevate “Values”**

Lead a purposeful and meaningful life by leading and living true to your authentic values.

When leaders elevate values such as integrity, they lead by example. They communicate authentically and with transparency, they trust (they are not micromanagers), they give credit when is due and this way, they empower their employees to take ownership and accountability of their roles & responsibilities

## **2. Humility and Vulnerability – these are the core strengths of courage**

We are human and errors happen. By openly admitting mistakes, leaders take ownership of their errors and show vulnerability and their human side. By doing so, employees will feel deeper connection to their leaders, and they will be more dedicated and motivated to achieve high performance.

## **3. Transparency**

In particular during times of adversity, employees look up to their leaders for transparency with clear direction of the business as this affects them personally, as they worry about the safety of their jobs, their finances and the future of their family. When leaders are open, employees feel more comfort and are more prepared should there be any changes to the structure of the firm.

### Your Coaching Task:

For the next 30 days, observe your communication (clarity and openness of messaging and tone of voice – if you are discussing complex material, use layman's terms) with your clients, colleagues and employees and look at their body language (or facial expressions if meeting is virtual) and see how they are reacting to your messaging and whether you can see a change of behaviour whether positive or negative.

Once you have completed your task, make notes of areas of development together with your business support e.g., professional coach to start your self-development plan.

If you have any questions or need support, you can book one of my **FREE** exploratory one-to-one coaching sessions.

To take advantage of this, please visit my website: [www.petrides.consulting](http://www.petrides.consulting) and fill in the contact details. I will personally send you an email to slot time in your calendar.