

Credibility: how leaders gain and lose it- why people demand it, kouzes and posne...

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This book gives a discussion on how a leader can earn the confidence and trust of their people. The authors of this book have engaged on an extensive research that included a survey of approximately fifteen thousand people. Furthermore, the authors of this book used a case study of about four hundred (Kouzes and Posner, 2011). Some of the issues talked about in this research included the qualities that people admire in their leaders, the discipline and principles which strengthen the credibility of a leader, and the various struggles that leaders face in order to meet the expectations of their constituents. The conclusion of this book is that credibility is the main factor that leads into developing a good working relationship. In the first chapter of this book, the authors argue that leadership is a relationship, and that credibility is the foundation of that relationship (Kouzes and Posner, 2011). This is a relationship that is based on honesty, integrity, competence, and inspiration. Chapter two of this book explains the importance of credibility in a leader.

The feeling that people have when working with a credible leader are, inspiration, respect, enthusiasm, motivated, and valued. On this basis, the authors argue that anybody working with a leader they respect and admire would feel good about themselves. The author identifies the six principles of credibility, and they are, discovering one self, appreciating the diversity of their people, affirming shared values, developing the capacity of their constituents, serving for a purpose, and sustaining the hope of their constituents (Kouzes and Posner, 2011). A leader who has these characteristics is credible, and would manage to earn the respect of the people they are leading. The final chapter of this book gives a discussion on

the tension that exists between constraint and freedom.

This is a very important book for aspiring leaders, and this is mainly because it contains a lot of information that can prove useful to the leaders under consideration. On this basis, this is a book recommended for anybody leader, not just because it talks about leadership, but because it uses real life examples in bringing out information.

References:

Kouzes, J. M., & Posner, B. Z. (2011). *Credibility how leaders gain and lose it, why people demand it*, 2nd edition (2nd ed.). San Francisco, Calif.: Jossey-Bass.