**Draft lette**r

Subject**:**How effective are leaders at empowering people around them?

Dear …………..,

The authors of the book *Unleashed* provide a fresh look at today’s leadership. It is not about leaders as the most important person in the room, it is about how effective leaders are at empowering people around them. Their role is to ensure an impact on people that endures in their presence and their absence.

Although you may think, this book is for leaders only, you’re wrong. This book will have an influence on everybody in the company. We ALL lead. Some of us in a big way, but many of us in a small way. Big or small doesn’t matter, leaders must get the nose of all our people in the right direction. The purpose is to become a company with people with the same strong believes and guidelines how to behave in our day-to-day work.

The foundation of leadership is trust. We ALL must be trustworthy. Trustworthy in delivery what we promise. Ensure that people we work with feel a strong support of helping them forward in their job and personal life. In this supportive way of working, we aim to unleash the levers of success, allowing people around us to be successful. At every level. Trust being at the core of *Empowerment Leadership* at every level. The importance is to grow trust, consisting of love and a feeling of belonging. We all are responsible to create this positive culture, to be or to become a community that thrives.

Now, how to integrate trust in your behavior? The foundation of trust is based on three behavioral facets: authenticity, *logic* and *empathy*. *Authenticity* meaning, you are the real you, you behave as you, in an honest way. *Logic* meaning, I know you can do it. Your reasoning and judgement are sound, clear, and honest. *Empathy* meaning, I believe you care about me, and my success and you respect ME, who I am. As remarked, leadership is about empowering others.

Here is a quote on the book *Unleashed* by Mark Read, Global Chief Executive Officer at WPP:

*“The principle behind Unleashed is empowering the people around you. What could be a better leadership principle for all of us at WPP to unlock the talent of all of our 100,000 people around the world?”*

This is a clear message. The guiding principles from the book Unleashed is for everybody. In the podcast are Guiding Principles how to behave collectively, to grow individually and as a group. This is the recipe to grow yourself and the business.

Learnings must be activated. ‘Actions for impact’ sums up how to activate the learnings from this book. Go to ‘Actions for Impact’ on the website of the Global Reading Club. Select the points of action and apply the learnings to progress in your personal and professional life. Here is the link: <https://globalreadingclub.com/books/unleashed>

Enjoy reading and listening.

(Your name)

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