

The 10 Principles of Authentic Leadership

The Courage to Lead.

These 10 Principles emerged from the U.K. PhD research that Dr. Fiona Beddoes-Jones conducted with senior Royal Air Force officers and U.K. business leaders. Fiona calls Authentic Leadership *The Courage to Lead*, because as these 10 Principles clearly show, being an Authentic Leader is not for the faint-hearted.

These 10 Principles should be used in conjunction with the 3 Pillars of Authentic Leadership model which also emerged from Fiona's doctoral research.

1. First and foremost, people will be authentic in their own ways regarding their personal leadership style and unique underpinning philosophy of leadership.
2. Authentic Leadership involves leading with *courage*, i.e. emotional and physical bravery and also compassion.
3. Leader *self-awareness* isn't enough; the term also encompasses *other-awareness* and the truly Authentic Leader has both.
4. Trust is an *output* of Authentic Leadership, not an *input*
5. Being yourself isn't enough: Authentic Leaders are their *Best Selves*.
6. You are always a role model, (whether you like it or not). Whatever you do, you give others permission to do.
7. Authentic Leadership is the *sum total* of who you are, what you know, what you believe and what you value.
8. Authentic Leadership is an embodied attitude of mind; it's as much of a way of *being* (in the world), as it is a way of *doing* (leadership).
9. You need to learn to lead yourself, so others choose to follow you; Authentic Leadership is about relationships not power.
10. As Authentic Leadership is *relational*; it concerns the relationship that you have with *yourself* as much as it is about the relationships that you have with *others*.

More resources regarding Authentic Leadership can be freely downloaded from www.fionabeddoesjones.com and Fiona's full doctoral thesis is freely available from the British Library's thesis website www.ethos.bl.uk

Adapted from Beddoes-Jones, F., (2016). *Divided by Gender, United by Chocolate: Differences in the Boardroom*. Blue Ocean Publishing: Cambridge, UK.