

them, do an astonishing amount of damage. Being a leader in the true sense of the word requires more than being able to accumulate followers; it means being able to show them the way to somewhere worthwhile. In short, character counts. Personal values and philosophy count. And the ability to love counts. For those aspiring to Leadership, you must consciously choose moral and ethical standards, looking at your internal beliefs, values, attitudes and behaviour, and how you perceive others externally by knowing your strengths and weaknesses, and what you will stand for and what you will not.

However, for entrepreneurs and business leaders, understand that business is indeed personal. Your people and clients will look at your credibility, not your status or qualifications. Credibility is the foundation of values. If people don't believe in you, they won't believe in your products or services; they will certainly not

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believe in your message. So as a business leader, work on your credibility first and foremost then on your products & services. It is the most powerful force which shapes people's decisions to follow you willingly and remain loyal to your organisation's products or services. People want to know what the leaders are up to, what they are doing online and with who are they talking offline.

In the age of individualism, a faceless company with a logo will find it hard to stay in business because credibility is what people want. Credibility is hard to build and easy to lose. Credibility is what you do.

Whether you are in the public, private, educational, religious, volunteer or not-for-profit organization, people are looking at your

credibility to assist them and get extraordinary things done. But the most important part of leadership is, you matter, because you are most important to those closest to you. Leadership is inward, you don't have to look up or down, it is within. Anyone has the potential to create positive value, what you do counts and your actions can help others. The world has seen how the people of Mauritius came together as one to protect our lagoons; this is leadership at best. There were no commanders or controllers, bosses and directors. I saw servers and supporters, partners and providers. This is why leadership is everyone's business. So, next time something happens, instead of blaming someone else, ask yourself what can you do and remember even when you get things wrong, understand which part you got right, and what you learned about what you got wrong.

