



FRIEND LEADERSHIP Principles

For Coaches and Team-Entrepreneurs

Johannes Partanen & Team Academy's Leadership Team, program cycle number 8

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PRINCIPLES OF FRIEND LEADERSHIP

1. Remain sensitive to your followers' emotions and act upon them. As a Friend Leader you are human.
2. Listen honestly and remain close to your followers.
3. Only results and deeds are important.
4. The key ideas of Friend Leadership are: building a learning organization and the ability to make people to strive towards shared goal.
5. If you can't lead yourself, you can't lead others.
6. It is absolutely necessary to build every team member their own positions and focus on team members' strengths. The ability to build teams is requirement for success.
7. In the end, leadership determines success or failure. Leadership is about communication.
8. Friend Leadership is not a reward but a duty. You have to earn you place as a leader every day.
9. It is Friend Leader's duty to create a positive culture into the team with the team coach.
10. Friend Leadership is about being an example to others. Everybody focuses on what the leader focuses on.

Friend Leadership is a way of leading in the context of Team Academy and team-entrepreneurship.