

# The CIDA EPIC ADVISORS Leadership Model

The Epic Advisors Leadership model is African and is based on research on hundreds of leaders across all sectors throughout Southern Africa. The research suggests that effective leadership consists mainly of understanding and using the following factors and personality traits by the leader.

## *CIDA Epic Advisors Leadership Model*

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| <b><i>Emotion</i></b>                           | Leaders are able to stir up and project the emotional states of the people around them. This is done by speaking, body language and often by the leader's presence alone.  |
| <b><i>Power</i></b>                             | The ability or capacity to perform or act effectively. The ability to exercise great influence or control over others. Power also includes the ability to make things happen.  |
| <b><i>Inspiration</i></b>                       | Leaders are able to inspire their people. One of the most important techniques is simply to pay positive focussed attention to someone.  |
| <b><i>Charisma</i></b>                          | Personal magnetism or charm attributed to leaders who arouse popular devotion and enthusiasm.  |
| <b><i>Authority</i></b>                         | The power to enforce laws, exact obedience, command, determine or judge. It also refers to the ability to author or write a story, or create an individual or collective mood.   |
| <b><i>Drama</i></b>                             | A sense of drama, ritual and occasion is vitally important to create milestones in time allowing everyone to experience the same emotions simultaneously. Leaders have an instinct for knowing when drama ought to be used to make a point, create an impression or perform a rite-of-passage. |
| <b><i>Vision</i></b>                            | The ability to see what does not yet exist and to be able to describe it in such a way that others become sufficiently excited and interested in making the vision a reality.  |
| <b><i>Intention</i></b>                         | A course of action that one intends to follow. A desired outcome that one sees and wishes to achieve at the end of a process.  |
| <b><i>Storytelling &amp; Journey making</i></b> | The ability to create a story or myth that is interesting and persuasive enough to convince others to start using it as a way of describing their reality. The journey making component of storytelling describes the movement from where we are at the moment to where we are going.          |
| <b><i>Experience</i></b>                        | An attitude of confidence expressed by a leader that whatever needs to be done, irrespective of its complexity, will and can be done by the role-players. The leader here expresses faith in her followers. They, in turn, respond in a way that justifies this faith.                         |
| <b><i>Role Modelling</i></b>                    | Emulating the characteristics, behaviour and language of someone else in order to capture a mood state and way of being. Role modelling is a crucial and often-unconscious mechanism used by people to confirm their allegiance to a group or cause.   |
| <b><i>Self-Perception</i></b>                   | A strong and unambiguous self-perception appears to be a common trait among leaders. Leaders who have an unwavering impression of themselves and their worth will likely be seen in the same light by those who work with them.  |