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KNITTER AND  
ASSOCIATES

# POSITIVE LEADERSHIP

How positive vibes can enhance performance





# Positive Leadership...

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... is an umbrella term for several leadership theories such as Transformation Leadership, Charismatic Leadership or Servant Leadership

- ... in which positive emotions are lived and reinforced
- ... that need a positive corporate atmosphere so that employees can contribute their strengths
- ... where a positive leader is interested in both employee development and work outcomes and has a high level of self-confidence, optimism and personal integrity





# Outcomes

- ✔ Higher job satisfaction
- ✔ Increased commitment
- ✔ Greater family prosperity
- ✔ Performance improvement
- ✔ Higher customer turnover in branches of different retail companies
- ✔ Lower risk of burnout
- ✔ Decreased stress levels
- ✔ Less sick leave
- ✔ Reduced staff turnover
- ✔ Better sleep quality

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# Impact

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**At an individual level,** inspiring and enthusiastic colleagues contribute to performance improvement. In addition, material and immaterial participation and a high degree of decision-making freedom strengthen performance improvement and identification with the company.

**At a team level,** through Positive Leadership, teams are empowered to support each other, take appropriate risks and learn from failures.

**At an organizational level,** Positive Leadership permeates the entire organization. All decisions are based on the positive values, that impacts the mission and long-term strategy.

Impact that matters.