**WHAT MAKES PERSONAL LEADERSHIP SO POWERFUL?**

What makes personal leadership so powerful is that, does it applies to YOU? And you are personally responsible?

* It is personal. It is you at your best.
* Personal leadership is a way to lead yourself from the inside out and apply proven skills to get the most out of your life.
* Your own personal leadership philosophy is determined by your own character and beliefs.
* It helps keep you on course and guides how you evaluate information and react during various circumstances and to various people.

Generally it is believed they are four key components of personal leadership, defined as follows:

* Theory: This refers to how you define leadership.
* Attitude: This refers to your feelings about approaching leadership.
* Guiding principles: Your guiding principles refer to your personal beliefs and values you consider when leading others.
* Behavior: Your behavior refers to the way you conduct yourself to ultimately reach a favorable and desired outcome.