

BUILDING YOUR LEADERSHIP TOOLKIT:

WHAT IT TAKES TO MOVE FROM FOUNDER TO ENTREPRENEURIAL LEADER

As you grow out of the startup stage, you'll need a new set of skills to move you from founder to leader. Here are the tools you'll need to make the shift, and the reasons why you need to do so.

THE FOUR TRAITS OF A GREAT LEADER

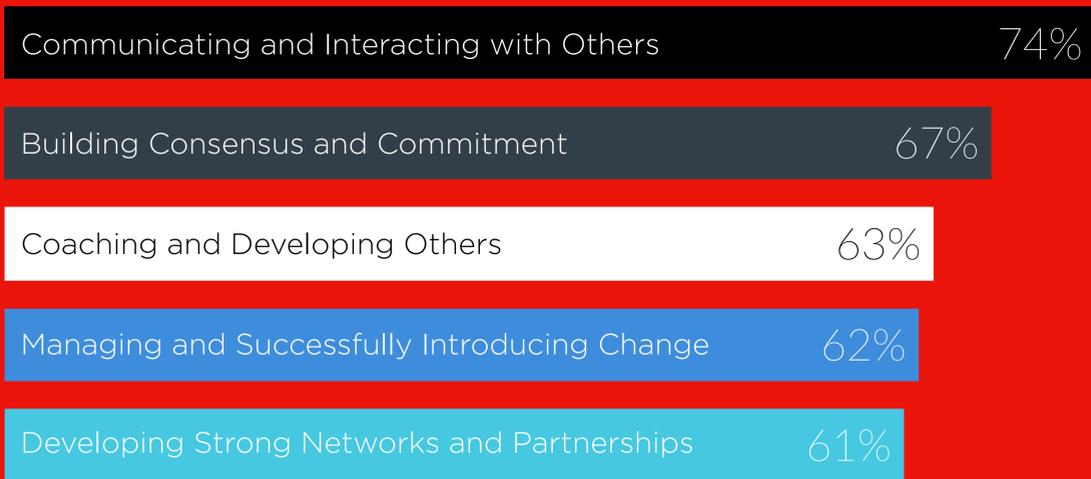
What does it take to be great? A recent study of 2,700 managers found 4 qualities that made leaders exceptional. But there's a catch: to be be great, you must have all 4.¹



THE POWER OF COMMUNICATION

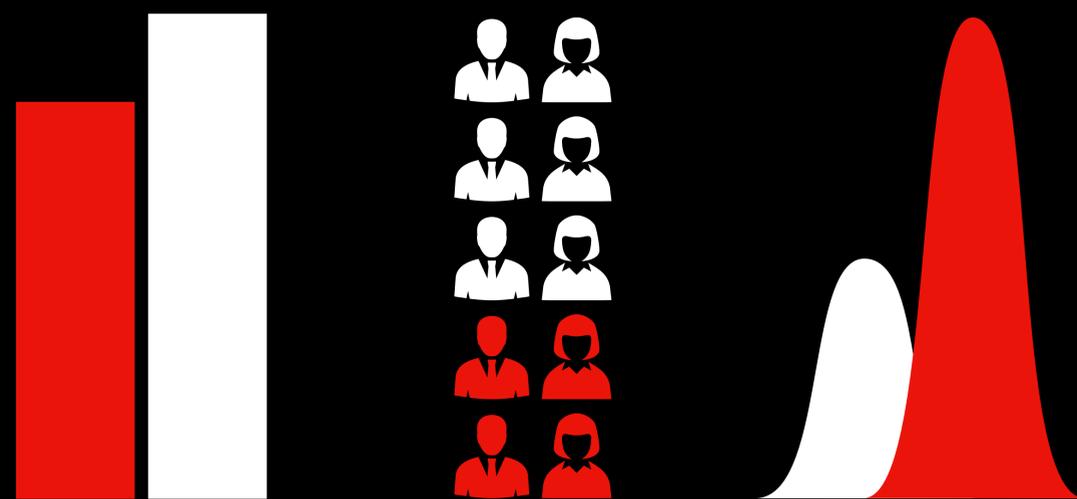
In another study, top leaders ranked themselves most highly in skills that had to do with relationships. And the very top skill? Communication and interacting with others.²

PERCENT OF LEADERS CONSIDERING THEMSELVES HIGHLY EFFECTIVE



GREAT LEADERSHIP = PROFIT AND RETENTION

Why does great leadership matter? As your company grows, positive leadership makes you more profitable and more likely to retain the best talent.



Highly effective leaders outperform their peers by 22% in year-over-year profit growth.³

2 out of 5 employees work for someone they consider a bad leader.⁴

Employees with bad bosses are 2X more likely to start looking for a new job.⁵

TIME TO BUILD

It's a paradox: entrepreneurs often work so hard on their businesses that they don't have time to work on themselves. But building your leadership toolkit will result in better retention, growth, and profit in the long run—and those are results you can't afford to ignore.

At Lenovo, we value leadership. It's one of the reasons we work so hard to engineer best-in-class products like the ThinkPad X1 Carbon. See all of the ways we're leading the way at www.lenovo.com/smallbusiness.

¹<http://www.navalent.com/sites/default/files/Rising%20to%20Power%20Executive%20Summary%20vF4.pdf>

²http://www.ddiworld.com/ddi/media/trend-research/global-leadership-forecast-2014-2015_tr_ddi.pdf?text=.pdf

³<http://www.gallup.com/businessjournal/184895/drives-entrepreneurial-success.aspx>

⁴<https://www.barna.org/barna-update/leadership/707-the-different-impact-of-good-and-bad-leadership#.V00FQJMrLUp>

⁵<https://www.barna.org/barna-update/leadership/707-the-different-impact-of-good-and-bad-leadership#.V00FQJMrLUp>