

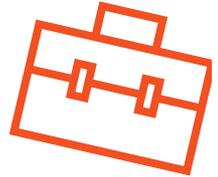
# 5

## REASONS TO PROMOTE LEADERS

People are often promoted into management for reasons that don't make sense. Companies frequently assume that a top salesperson will automatically be a top leader of the sales department, but that's rarely true.

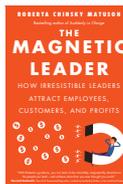
Here are 5 things to consider before you promote someone into a leadership position:

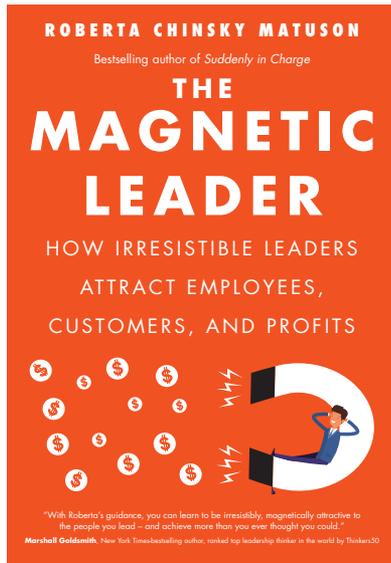
- 1 DESIRE:** I'm putting desire first, because if someone doesn't really want a leadership role, the rest of the list doesn't matter. Magnetic leadership requires authenticity. You simply cannot fake enjoying being in a leadership role. You have to really want the job.
- 2 APTITUDE:** The capacity and readiness to lead others is key when promoting people into leadership roles. Younger people get passed over for leadership roles because of notions that maturity and management readiness come with age, while older workers are promoted without consideration as to whether they have the aptitude for the job.
- 3 TRAITS:** The traits (competencies) necessary to be successful in a leadership role vary, depending upon the level of the position and the industry. Take a look at your most successful leaders. What traits do they have in common? Does the person you are considering for promotion have similar traits? If not, will this person be the right fit for a management role in your company?
- 4 ATTITUDE:** Management is not for the weary. It's not easy coming to work every day with a smile on your face and a can-do attitude when you may be overworked or business is trending downward. Yet this is exactly what a good leader must do. Does the person you are about to promote have a positive attitude about life in general? If not, select someone else for the job.
- 5 STAMINA:** Not everyone has the stamina to be a leader. You have to be prepared to step in and do the job of others, should they move on to greener pastures. You must be able to multitask and switch gears at a moment's notice.



From  
THE  
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LEADER

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