



## **FOLLOWERSHIP**

### ***3 Reasons Why We Choose To Follow Some Leaders And Not Others***

There can be no leaders without followers. Why do we choose to follow some leaders and not others? How are the 'hearts and minds' of followers won over?

Followership is induced by an emotional response to certain individuals and encompasses feelings of admiration, respect and trust. The research literature suggests that there are three key types of emotional response which encourage followership feelings.

Firstly, we follow leaders who make us feel valued and important. We don't feel that we are taken for granted, but we feel that there is a sense of recognition about our contribution and our role in the organisational team.

Secondly, we follow leaders who engender within us a sense of belonging. There is a belief in a team spirit or of a larger whole to which we can make a contribution. When people can align themselves to a common purpose which is congruent with their personal values, then people will happily follow the person who creates this condition.

Thirdly, we follow leaders who create a sense of energy and stimulation. It is not that leaders need to be charismatic, but people will follow leaders who seem able to heighten their state of arousal by creating a sense of expectancy, edge or intellectual stimulation.