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LEADERSHIP PRINCIPLES: KEY TO OBAMA'S VICTORY

Much has been written about the importance of leadership in reaching an individual's or organization's goals and objectives. With two years of relentless campaigning, which culminated in the election of the first African American President, Obama has provided a solid example to follow in leadership principles.

By all expert input, the cornerstone of leadership is having a clear and consistent vision. A vision that is easily understood and inspires other's to embrace it. Obama's message was simple and inspirational. He focused on the failings of the Bush administration. He talked about change and hope. He talked about his support for Healthcare for all Americans. He set a great example for all leaders by sticking to a few number of points, repeating them regularly and keeping people energized around his message. Clearly, staying aligned with his vision was one of the keys to Obama's success.

The next leadership principle used by Obama was execution. What good is a strategy or plan if it cannot be implemented? From the outset Obama's advisors were best in class. They were always well prepared and agile. For two years, they steadily performed their roles and by all accounts made very few mistakes. They secured new funding and new voters by going after overlooked groups and new caucuses. They created a new framework for the campaign and a totally new fund raising model that was executed flawlessly. In fact political leaders have said that the Obama campaign is now the new template that will be used by future national campaign organizers. Execution was a solid contributor to Obama's success.

The final leadership principle used by Obama was gaining the support for his ideas and strategies among influential people. It is well known in business that if executive management wants to get something done they must have the support of their board. Obama too needed the support of business leaders, the media and the Democratic Party to become the next President. Obama showed his ability to secure this support and create the ambassadors needed to overcome objections and resistance while staying focused on the goal of winning the election.

Truly Obama's victory was a lesson in leadership for all to follow and illustrates the importance of vision, execution and securing support from others.