



One of the most well-known theories of leadership styles was devised by Daniel Goleman. According to Goleman, there are six main styles of leadership...

1

**VISIONARY:**

A leadership style that functions best when seeking new direction for a company. The visionary leader knows how to motivate people to work together to a shared dream or set of dreams. Most commonly, the visionary leader encourages people to experiment, take risks, and innovates in order to attain the communal goal.

who? 

2

**COACHING:**

This is very much a one-on-one leadership style that aims to help an individual develop professionally and become aligned with an organisation's goals. When correctly implemented, this leadership style can be an invaluable tool both for the employee, who gets to learn from the best, and the leader - who guides an employee in the direction that best benefits the company's goals.

who? 

3

**AFFILIATIVE:**

The affiliative leadership style is highly focused on team building, teamwork, relationships and increasing trust. The emphasis lies on the functioning and achievements of the group, not of the individual.

who? 

4

**DEMOCRATIC:**

A democratic leadership utilises all of the expertise and skills of the group to work towards a common goal. It relies heavily on gaining consensus from the majority of the group and doesn't function well in situations with high pressured demands and immediate decisions.

who? 

5

**PACESETTING:**

This is an energy-fueled leadership style that demands increasingly better results and a faster pace of the group. Though it can work well in occasional, highly competitive situations, overuse can lead to undercutting of morale.

who? 

6

**COMMANDING:**

A traditional, authoritative and dogmatic leadership style that involves dishing out orders and criticism, while rarely giving praise. Though it can be effective in crisis situations, when overused it can create friction in the group and adversely affect job satisfaction.

who? 

What is important to note, however, is that these are not mutually exclusive and any one leader can exhibit more than one of them. In fact, Goleman states that the very best leaders are those who can exhibit a variety of these styles – using the most appropriate one depending on each unique circumstance they face.