

Political Leadership

A Guide to Choosing the Right Candidates.



Political Leadership. It is one of 4 areas of impact we are dedicated to supporting, and a term we at REBIC take seriously.

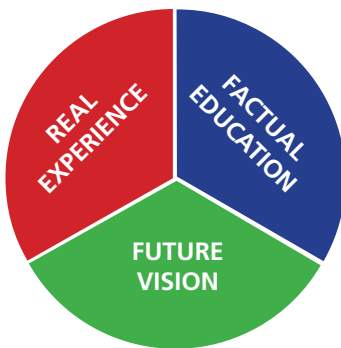
When you think about it, anyone can be a politician. But we need to insist on voting for leaders.

The last few election cycles in our country prove we have forgotten how to really choose a candidate who will lead. WE believe it is our responsibility to make an informed choice; an action that should be in lockstep with our sacred right to vote.

This document is designed to offer a more sophisticated process for choosing leaders, especially for those who understand our industry. **It may seem obvious, but it's a solid checklist for success.**

It is organized into three parts, with each subject having three main ideals and a narrative definition for each.

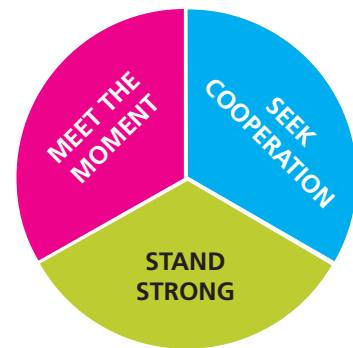
3 CORE TALENTS OF A SUCCESSFUL LEADER:



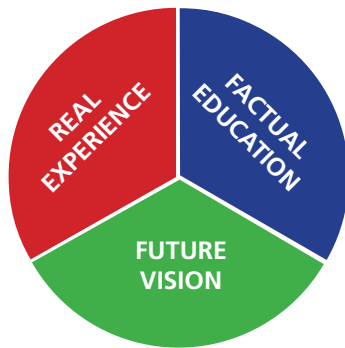
3 BEHAVIORS REAL LEADERS DO NOT EXHIBIT:



3 CORE IDEALS ESSENTIAL TO LEADERSHIP:



3 CORE TALENTS OF A SUCCESSFUL LEADER:



REAL EXPERIENCE IN THE CONTEXT OF THE OFFICE THEY'RE RUNNING FOR.

Whether local or regional, leaders know context and life lessons trump assumptions. They should know how to manage people, how to handle finances, and know all the facts about the issues facing our industry.

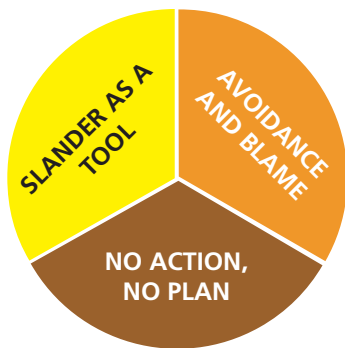
A TRUE UNDERSTANDING OF HOW GOVERNMENT WORKS or BEING EDUCATED. (Hint, it's not about 'mob rule.')

We've lost our grip on what it means to let our chosen official govern. Some feel we are privy to every conversation and decision. A good leader knows that to represent all constituents lawfully they must understand that democracy is representation balanced with law, not reacting to the masses and their daily opinion.

A VISION TO MOVE A CONCEPT FORWARD. NOT JUST RHETORIC OR JUST PLACATING POPULAR SENTIMENT.

Successful elected officials possess a well thought out and detailed plan with an intact sense of stewardship. Leadership is not complaining about what others should not or should be doing, it's about doing something yourself to show the way.

3 BEHAVIORS REAL LEADERS DO NOT EXHIBIT:



CANDIDATES WHO USE PERSONAL ATTACKS OR SLANDEROUS STATEMENTS TO MAKE A CASE FOR THEIR BELIEF SYSTEM.

Don't follow hearsay. Follow fact. There is a big difference between a sound argument, and just throwing out claims. Not to mention resorting to personal attacks instead of answering a question or debating facts.

CANDIDATES WHO EXHIBIT IMMATURITY, LACK PERSPECTIVE ON BUSINESS, OR CURRENT LAW, AND WHO BLAME EVERYTHING ON SOMEONE ELSE.

This statement should be self-evident. Voting for someone is like hiring them. They should have the skills, experience, knowledge, talents, and maturity to lead. Without perspective or experience, nothing goes well.

CANDIDATES WITH BIG PROMISES AND NO PLAN.

Why are we all enchanted by big promises? Be wary of those who ramble or who let sentimentality overtake their argument and end up abandoning any proposal for progress. Watch out for those who never get to the point.

3 CORE IDEALS ESSENTIAL TO LEADERSHIP:



**MEET THE MOMENT,
RESPONSIBLY
MANAGE GROWTH
AND IN CONCERT
WITH OTHER
MUNICIPAL NEEDS.**

The Washington Post, along with innumerable sources, offer us clear and provable facts about a municipality's fate if growth is halted. They are quoted as saying "Housing costs skyrocket and shortages can negatively affect everything from education to diversity." Be careful of those who tell you stopping growth is a solution.

**A WILLINGNESS
TO TALK ABOUT
AND ENGAGE IN
COOPERATIVE
ENDEAVORS WITH
THE DEVELOPMENT
COMMUNITY.**

There is a fallacy that only planners and government heads can plan a city. But it is a complex system that requires information from many sources (including experts IN development) and unfolds almost biologically with input from various collaborators. Open-mindedness and cooperation are key.

**RESIST
INTIMIDATION.
MATURE EXPERIENCE
IS BEING ABLE TO
LEAD THROUGH THE
TROUBLES. WE LIKE
TO CALL IT "THE GUTS
TO TRULY LEAD."**

The Center for Creative Leadership offers some excellent insight and continued wisdom on this subject: "A good leader should have integrity, self-awareness, courage, respect, empathy, and gratitude. They should be learning-agile and flex their influence while communicating and delegating *effectively.*"

IN CLOSING:

- Know what happens next if what you're voting for were carried out.
- Read outside of Facebook.
- Call the candidates and talk to them.
- Vet your opinions with those who have real knowledge of a situation.
- Learn how government works.
- Take responsibility for what you say and hold others accountable for what they say.
- Choose mature leadership.
- Get out and VOTE!