

**Title:** Credibility Part I: The Six Disciplines of Credibility

**Production Company:**

CRMlearning Films  
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**Reorder Information:**

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**Length:** 31:40 minutes

**Synopsis:**

Credibility introduces the six disciplines of credibility and defines leadership as a relationship, with credibility as the cornerstone. The management experts James M. Kouzes and Barry Z. Posner have probed into the question of what are the qualities that make a successful leader. They believe credibility is the foundation of leadership. This video, based on their third book on the topic of leadership, refines the definition of credibility and how to build and maintain it. You will learn what constituents want from leaders: someone who is honest, competent, forward-looking, and inspiring. The six disciplines of credibility include:

1. Discovering Yourself
  - a. Clarify your credo
  - b. Acquire competence and confidence
2. Appreciating Constituents
  - a. Listen and solicit feedback
  - b. Engender trust
3. Affirming Shared Values
  - a. Find common ground
  - b. Create Community
4. Developing Capacity
  - a. Educate
  - b. Create a climate for learning
5. Serving a Purpose
  - a. Be a role model
  - b. Establish systems and structures
6. Sustaining Hope
  - a. Find a will and a way
  - b. Give and get support