

Followership

What is followership?

A follower is one who pursues a course of action in common with a leader to achieve an organizational goal.

- Adrian Walsh Associates

- A follower is someone who is committed to the purpose, principles, and goals of an organization.
- Qualities of a follower:
 - Creative - actively seek to make improvements, offer suggestions and feedback on events or programs.
 - Honest - give truthful answers. Own up to mistakes and openly express thoughts and opinions.
 - Reliable - dependable and meets deadlines.
 - Positive attitude - does not get caught up in complaining; offers solutions to the problems; promotes a positive impression of the group.
 - Enthusiastic - displays an upbeat and energetic behavior when performing and promoting tasks
 - Proactive - taking the initiative and responsibility to make things happen.
 - Flexible - deals with change and obstacles with an open mind.
 - Active participant - engaged in delegate responsibilities (ask questions, attend meetings, volunteer help).

Why is it important?

- Leaders contribute no more than 20% to the success of an organization, followers are critical for the completion of the other 80%.
- The behind the scenes work, such as planning, preparing, and cleaning/evaluating are critical to success.

How to create followership.

- Delegation
 - Give out responsibilities to general members to build ownership in the organization or event.
- Say thank you!
- Inspire others to accept/internalize/personalize the goals/mission of the group.
 - If followers do not agree with or accept the mission, they will not be motivated to work towards your goals.

**“Before you can lead, you have to learn to follow”
-Thomas Jefferson**

