

Target Audience: Employees new to leadership or Employees in leadership seeking professional development.

Learning Objectives: Identify 10 Characteristics of a Great Leader. Recognize tips on how to develop the 10 Characteristics.

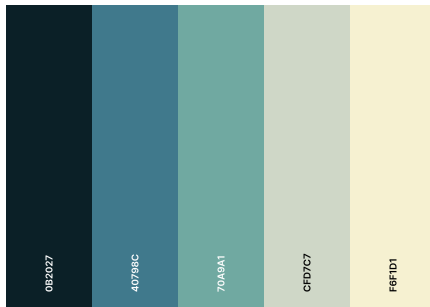
Seat Time: 4-5 minutes

Outline: 10 Characteristics of a Great Leader

1. Visionary
2. Integrity
3. Empathy
4. Effective Communication
5. Decisiveness
6. Accountability
7. Adaptability
8. Empowerment
9. Resilience
10. Continuous Learning

Module Resources/References: Wellsaid Labs Voiceover Owen C. Narration (US), Camtasia, Folder with Canva video clips and graphics.

Color Palette



Directions: “Ambient Gold” music track plays throughout the video and continues 3 seconds after the voiceover ends.

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
“Boxy-Video-Title” -10 Characteristics of a Great Leader, title screen before voice over begins	10 Characteristics of a Great Leader	"In today's video, we will explore the top 10 characteristics that make a	Fade transition to next video clip Animated title at the bottom left of the screen

<p>“Leadership” video clip</p> <p>Animated title “10 Characteristics of a Great Leader” callout with behavior ‘Drifting’ in and ‘Drop’ out</p>		<p>great leader. Whether you're leading a team at work, a group project, or even your own life, these traits are essential for success. But it doesn't stop there! We will also provide you with practical tips on how to develop these traits. So, let's get started!"</p>	
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Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>“Characteristic 1” video clip</p> <p>Animated title “Visionary” ‘Broadcast-title-004’ in course pallet colors</p> <p>Arrow callout with behavior ‘Sliding’ in and out “Clarifying your goals”</p> <p>Arrow callout with behavior ‘Sliding’ in and out “Communicate with passion and enthusiasm”</p>	<p>Visionary</p> <p>Clarifying your goals</p> <p>Communicate with passion and enthusiasm</p>	<p>"Characteristic 1: Visionary. A good leader has a clear vision of where they want to go and can effectively communicate that vision to inspire others. To develop your visionary skills, spend time clarifying your goals and regularly envision the future. Create a compelling vision statement and communicate it with passion and enthusiasm."</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p> <p>Zoom-n-pan at the end of the clip</p> <p>Arrow callouts at the bottom left of the screen</p>

Notes:

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>“Integrity” video clip</p> <p>Animated title “Integrity” ‘Broadcast-title-0</p>	<p>Integrity</p> <p>Lead by example</p>	<p>"Characteristic 2: Integrity. Leaders with integrity lead by example, demonstrating honesty, ethics, and trustworthiness. Practice honesty and integrity in your</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p>

<p>04' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Lead by example"</p>		<p>daily life. Lead by example and consistently make ethical decisions. Remember, trust is built through consistent actions."</p>	<p>Zoom-n-pan at the beginning and zoom out towards the end</p> <p>Arrow callouts at the bottom left of the screen</p>
<p>Notes:</p>			

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Empathy" and "Empathy 2" video clips</p> <p>Animated title "Empathy"</p> <p>'Broadcast-title-0 04' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Actively listening" and "Put yourself in others shoes"</p>	<p>Empathy</p> <p>Actively listening</p> <p>Put yourself in others shoes</p>	<p>"Characteristic 3: Empathy. Understanding and empathizing with others' perspectives and feelings builds strong relationships and fosters collaboration. Cultivate empathy by actively listening to others, seeking to understand their perspectives and emotions. Practice putting yourself in their shoes to develop a deeper sense of empathy."</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p> <p>Arrow callouts at the bottom left of the screen</p>
<p>Notes:</p>			

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Effective Communication" and "Effective Communication 2", "Effective Communication 3" video clips</p> <p>Animated title "Effective Communication"</p> <p>'Broadcast-title-0</p>	<p>Effective Communication</p> <p>Actively seek feedback</p> <p>Improve listening skills</p>	<p>"Characteristic 4:.. Good leaders excel at both listening and expressing ideas clearly, ensuring everyone understands the goals and expectations. Hone your communication skills by actively seeking feedback and practicing both verbal and non-verbal communication. Invest time in improving your</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p> <p>Arrow callouts at the bottom left of the screen</p>

<p>04' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Actively seek feedback" and "Improve listening skills "</p>		<p>listening skills to foster better understanding."</p>	
<p>Notes:</p>			

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Decisiveness" video clip</p> <p>Animated title "Decisiveness" 'Broadcast-title-0 04' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Develop decision-making abilities" and "Make decisions confidently"</p>	<p>Decisiveness</p> <p>Develop decision-making abilities</p> <p>Make decisions confidently</p>	<p>"Characteristic 5: Decisiveness. Leaders make timely and well-informed decisions, taking into account available information and considering the potential impact on the team. Develop your decision-making abilities by gathering relevant information, considering different viewpoints, and evaluating potential outcomes. Trust your judgment and make decisions confidently."</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p> <p>Zoom-n-pan at the beginning of the video clip</p> <p>Arrow callouts at the bottom left of the screen</p>
<p>Notes:</p>			

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Accountability" video clip</p> <p>Animated title "Accountability" 'Broadcast-title-0 04' in course pallet colors</p>	<p>Accountability</p> <p>Set clear goals and deadlines</p> <p>Encourage a culture of accountability</p>	<p>"Characteristic 6: Accountability. Great leaders take responsibility for their actions and hold themselves and their team accountable for their commitments and results. Hold yourself accountable by setting</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p>

Arrow callout with behavior 'Sliding' in and out "Set clear goals and deadlines" and "Encourage a culture of accountability "		clear goals and deadlines. Take responsibility for your actions, learn from your mistakes, and encourage a culture of accountability within your team."	Zoom-n-pan at the beginning of the video clip Arrow callouts at the bottom left of the screen
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Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
"Adaptability" and "Adaptability 2" video clip Animated title "Adaptability" 'Broadcast-title-004' in course pallet colors Arrow callout with behavior 'Sliding' in and out "Seek new experiences" and "Develop a growth mindset"	Adaptability Seek new experiences Develop a growth mindset	"Characteristic 7: Adaptability. In a rapidly changing world, leaders must embrace flexibility, adapt to new situations, and inspire their team to do the same. Embrace change by seeking new experiences and challenging yourself outside your comfort zone. Develop a growth mindset and encourage your team to be flexible and adaptive."	Fade transition to next video clip Animated title and arrow callouts timed with voiceover Arrow callouts at the bottom left of the screen
Notes:			

Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
"Empowerment" and "Empowerment 2" video clip Animated title "Empowerment"	Empowerment Delegate tasks Encourage autonomy	"Characteristic 8: Empowerment. A good leader empowers their team members, delegating tasks, providing resources, and trusting them to take ownership of their work. Delegate tasks to your team	Fade transition to next video clip Animated title and arrow callouts timed with voiceover

<p>'Broadcast-title-004' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Delegate tasks" and "Encourage autonomy"</p>		<p>members and provide them with the necessary resources and authority to succeed. Trust their abilities and encourage autonomy and ownership."</p>	<p>Zoom-n-pan towards the middle of "Empowerment" video clip</p> <p>Arrow callouts at the bottom left of the screen</p>
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Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Resilience" video clip</p> <p>Animated title "Resilience" 'Broadcast-title-004' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Maintain a positive attitude" and "Support your team"</p>	<p>Resilience</p> <p>Maintain a positive attitude</p> <p>Support your team</p>	<p>"Characteristic #9: Resilience. Leaders face challenges and setbacks with determination, remaining positive and inspiring their team to persevere. Build resilience by maintaining a positive attitude in the face of challenges. Learn from setbacks and focus on finding solutions. Support your team during tough times and foster a supportive work environment."</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p> <p>Zoom-n-pan at the beginning and zoom out towards the end</p> <p>Arrow callouts at the bottom left of the screen</p>

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Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Continuous Learning" and "Continuous Learning 2" video clip</p>	<p>Continuous Learning</p> <p>Encourage a culture of learning</p>	<p>"Characteristic 10: Continuous Learning. Great leaders never stop growing. They actively seek knowledge, learn from their experiences, and encourage a</p>	<p>Fade transition to next video clip</p> <p>Animated title and arrow callouts timed with voiceover</p>

<p>Animated title "Continuous Learning" 'Broadcast-title-004' in course pallet colors</p> <p>Arrow callout with behavior 'Sliding' in and out "Encourage a culture of learning" and "Provide opportunities"</p>	<p>Provide opportunities</p>	<p>culture of learning within their team. Develop a thirst for knowledge by reading books, attending seminars, and seeking out mentorship. Encourage a culture of learning by providing opportunities for professional development within your team."</p>	<p>Zoom-n-pan at the beginning of "Continuous Learning 2" video clip</p> <p>Arrow callouts at the bottom left of the screen</p>
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Visual / Display:	Text on Screen:	Narration / Voiceover:	Animation / Interaction:
<p>"Leadership 2" and "Leadership 3" video clip</p> <p>Animated title "10 Characteristics of a Great Leader" callout with behavior 'Drifting' in and 'Drop' out</p>	<p>10 Characteristics of a Great Leader</p>	<p>"Remember, becoming a great leader is a journey of growth and self-improvement. Leadership is not just a title, but a mindset and a set of skills that can be developed over time. By embodying these traits, you can become a leader who inspires and drives positive change. Thank you for watching!"</p>	<p>Animated title at the bottom left of the screen</p> <p>Fade transition to next video clip</p>

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