



Image: World Economic Forum

# 5 C's of Leadership

by Indra Nooyi



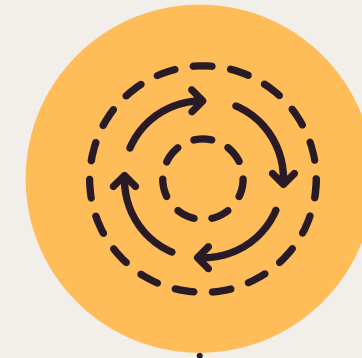
Competency



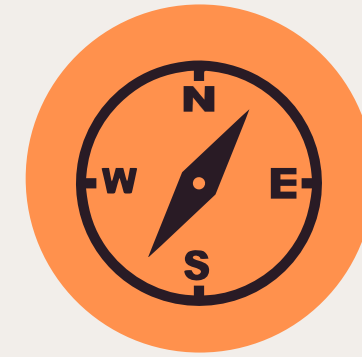
Courage and Confidence



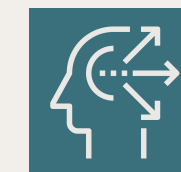
Communication



Consistency



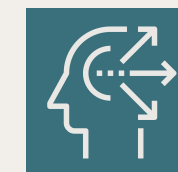
Compass





# Competency

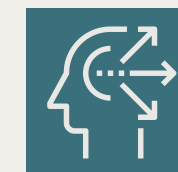
Leaders must possess a strong set of skills and knowledge in their field, as well as the ability to continuously learn and adapt to stay relevant.





# Courage and Confidence

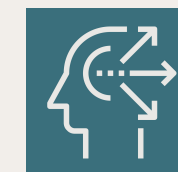
Leaders must have the courage to make tough decisions and take risks to achieve success, and must also have confidence in their abilities and those of their team.

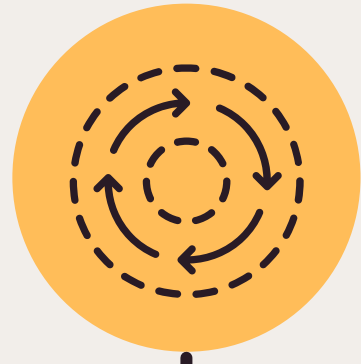




# Communication

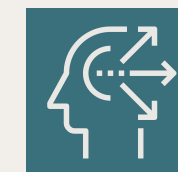
Leaders must be able to clearly articulate their vision and expectations to their team to inspire and guide them towards success.





# Consistency

Leaders must be consistent in their actions, decisions, and communication to build trust and credibility with their team.





# Compass

Compass refers to the set of values and principles that guide a leader's actions and decisions. It helps to establish credibility and trust with one's team and stakeholders.

