



THE 6 CRITICAL TRAITS OF A SUCCESSFUL LEADER

LEADERSHIP TRAITS NEEDED FOR SUCCESS

What distinguishes a good leader from a bad leader? Too often, we see the worst examples of leadership at the highest levels. A successful leader is a rare combination of characteristics and skills. One that brings different capabilities and styles depending on the stage of a company, the challenges it faces, its financial status, or its goals.

However, there are some universal traits that are always needed. Margaret Dawson, who has led teams and initiatives at start-ups and Fortune 500 organizations, shares her leadership framework. In it, she outlines six critical traits of a successful leader.

Margaret will walk through these six traits, which are at the core of what separates good enough from greatness in leadership.

1. Inspirer
2. Manager
3. Operator
4. Builder
5. Transformer
6. Empath

MARGARET DAWSON BIO

Called “Witty, inspirational and wicked smart,” Margaret Dawson is a 30-year technology industry veteran who led successful programs and teams at several start-ups and Fortune 500 companies, including Amazon.com, Microsoft, HP and Red Hat. Her insider’s knowledge of technology, engaging presentation style and authenticity has made her a sought-after keynote speaker, moderator and emcee at numerous conferences worldwide.

Whether it’s an intimate gathering with key executives or a national trade show, Margaret has a knack for connecting with the audience to keep them listening. An acclaimed author and speaker, she has presented on numerous topics, including digital transformation, cloud computing, leadership and living intentionally. She lights up the stage with her unique talent of snorting while laughing, and is unafraid to admit her greatest education and growth came from the multiple failures and stalled ventures she experienced.