

The Bonner Brand: Going Beyond Expectations

The mission of the **Bonner Leader Program** is to transform the lives of students and members, the life of their campuses, their local communities, and the world through service and leadership. The Bonner Program is designed to heighten the overall education students and members receive by asking them to engage in ongoing service work and helping them develop the experience, skills, knowledge and values necessary to make that work meaningful and lasting.

Start with the Why

Why are you here?

Leadership

What do you think makes a good leader?

T2: Transactional and Transformational Leadership

Why does your personal brand matter?

Transactional leadership promotes compliance by _____ through both _____ and _____.

Transformational leadership helps _____ take _____ in the _____.

Transactional vs Transformational Leadership

Categories	Transactional	Transformational
Leader's source of power	Rank, position	Character, competence
Follower reaction	Compliance	Commitment
Time frame	Short term	Long term
Rewards	Pay, promotion, etc.	Pride, self-esteem, etc.
Supervision	Important	Less important
Counseling focus	Evaluation	Development
Where change occurs	Follower behavior	Follower attitude, values
Where "leadership" found	Leader's behavior	Follower's heart