

### Your Constituencies

“Before you can effectively exercise your leadership skills, you must clearly recognize your various constituencies—those groups who depend on you and for whom you must provide leadership and service. For many positions this is fairly clear cut; there are members, employees, and a boss. However, for some positions there may be other groups who rely upon your exercise of leadership.

So for every leadership position, one must identify the constituencies involved. Once you have identified the constituencies, you must determine how you will visit with each group. This may be done in person or by mail. With a determination of the constituencies, you can then determine the best way to

# SAMPLE

**Discussion Points:** Every leader serves multiple constituencies—“those groups who depend on you and for whom you must provide leadership and service.” These constituencies typically fall into three groups—“members, employees, and a boss.”

What things do these three constituencies depend on you for?

Make a list, then assess how well you do in meeting their needs.

What else could you do to better serve their needs?

Do you have any other constituencies in addition to these groups?

Who are they and what do they need?

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**Take Away:** Knowing your constituencies is the key to all your efforts to provide leadership and service. Visit the [CRI Marketplace](#) for more information on your success.