**The Four I’s of Transformational Leadership**

* **Idealized Influence (II)** – the leader serves as an ideal role model for followers; the leader "walks the talk," and is admired for this. A transformational leader embodies the qualities that he/she wants in his/her team. In this case, the followers see the leader as a model to emulate. For the followers, it is easy to believe and trust in a transformational leader.
* **Inspirational Motivation (IM)** – Transformational leaders have the ability to inspire and motivate followers through having a vision and presenting that vision. Combined, these first two I's are what constitute the transformational leader's charisma. A transformational leader manages to inspire the followers easily with clarity. The transformational leader convinces the followers with simple and easy-to-understand words, as well as with their own image.
* **Individualized Consideration (IC)** – Transformational leaders demonstrate genuine concern for the needs and feelings of followers and help them self-actualize. This personal attention to each follower assists in developing trust among the organization's members and their authority figure(s). For example, the transformational leader can point out the problems of a member working in a group. From this perspective, the leader can work towards training and developing a follower who is having difficulties in a job. This is an important element because teams are able to rely on and work together, so decisions can be made more quickly, while the transformational leader increases their buy-in.[[12]](https://en.wikipedia.org/wiki/Transformational_leadership#cite_note-12)
* **Intellectual Stimulation (IS)** – the leader challenges followers to be innovative and creative, they encourage their followers to challenge the status quo. A common misunderstanding is that transformational leaders are "soft," but the truth is that they constantly challenge followers to higher levels of performance.[[11]](https://en.wikipedia.org/wiki/Transformational_leadership#cite_note-:1-11)