Lee Iacocca's 9C's

"Whether it's building a better car or building a better future for our children, we all have a role to play."

INSTRUCTIONS:

Type or write-in the names of the candidates for a given position.

Rate each candidate on each C, using a scale of 1 to 5, where 1 is poor and 5 is excellent.

Review the Definitions of the 9C's to learn more about what they mean.

Rate ALL candidates for the position. How can you effectively vote if you are not familiar with each person's qualities and qualifications?

After you have finished scoring the candidates, add each row to determine who has the highest score; this is your best leader according to the 9C's criteria.

Curiosity
Ask questions. Listen. No one should think they are such a big shot that they can't learn something. We have to figure out what makes others tick.

Creativity
A leader has to be creative. Go out on a limb, be willing to try something different. You know, think outside the box... and think ahead.

Communication
A leader has to communicate, talk to people. Bill Clinton once said, "It's just plain crazy to stop talking to people you disagree with. As long as you keep talking, there's hope."

Character
It's knowing the difference between right and wrong and having the guts to do the right thing. Abraham Lincoln said, "If you want to test a man's character, give him power."

Courage
Swagger isn't courage. Tough talk isn't courage. Do they walk the walk or just talk the talk? Step up to the plate and accept personal responsibility.

Conviction
That's a fire in your belly that shows the desire to really get things done.

Charisma
It's the ability to inspire people to stand taller and motivate people to act by appealing to the good in their hearts, not the evil in the hearts of others. It's being more concerned that others feel good about themselves than they feel about you.

Competence
Getting results, talk is cheap, but what about fixing problems? You've got to show what's working and be held brutally accountable for your decisions.

Common Sense
As my business mentor, Charlie Beacham use to say, "The only thing you've got going for yourself as a human being is your ability to reason and your common sense."

THE SCORECARD

	Curiosity	Creativity	Communication	Character	Courage	Conviction	Charisma	Competence	Common Sense	TOTAL
Name										
Name										
Name										
Name										
Name										
Name										
Name										
Name										