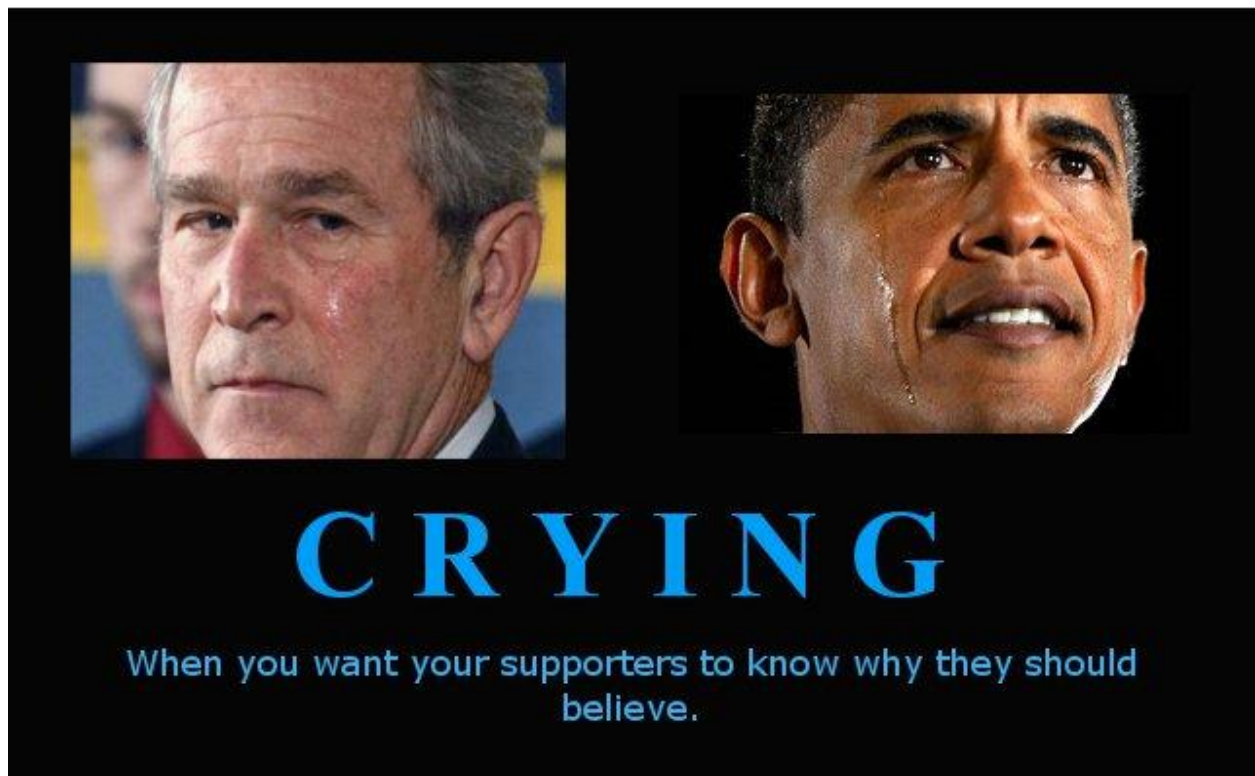


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Representing Ideas in Leadership Lab

According to Robert Goffee and Gareth Jones, great leaders show vulnerability as a way to show they are human and imperfect. In their article, *Why Should Anyone Be Led by You?*, Goffee and Jones make the case that weaknesses should be shown selectively and be genuine. They go on to argue that, “Beyond creating trust and a collaborative atmosphere, communicating a weakness builds solidarity between followers and leaders”.(Goffee and Jones 65) The public image of the President of the United States is an excellent example of this. Whether they are calculated moves or the overflow of genuine emotion, showing the president crying during a critical time can be very powerful. If done right, the public will feel sympathy and understanding. They will see the president as a fellow human being that they can believe in. If done incorrectly, perhaps showing tears at the wrong event or sobbing instead of a singular teardrop, could be seen as a sign of weakness and an inability to cope with the extreme pressures of the office. In the poster I created, I used satire in the slogan to express these ideas but paired it with two presidents who showed this “weakness” effectively. I had thought about using a single photograph, but felt using two recent presidents from opposing political parties would eliminate bias along party lines. The sarcasm and satire reflects that many people see these moments as publicity stunts, while the images themselves are powerful enough to reflect why revealing the weakness can be so powerful at the same time.



Resources:

1. Goffee, Robert and Gareth Jones. *Why Should Anyone Be Led by You?* Harvard Business Review. September-October 2000. p.63-70.
2. Picture of Obama: <http://online.wsj.com/article/SB122575547493495003.html>
3. Picture of Bush: <http://www.delawareonline.com/blogs/2007/01/day-president-cried.html>