

1 Followers receive direct and indirect information about leaders.



2 Followers evaluate this information based their own identity, ideas, values and lived experience.



3 Followers form perceptions individually, and through a wider social process of evaluation.



4 Followers' may choose to act or not to act on their perceptions, as individuals or as part of a collective.



5 Leaders interpret follower actions based on their own identity and context.



6 Leaders may or may not act on the preferences or actions of followers.

