

MAXWELL'S FIVE LEVELS OF LEADERSHIP

WHY THE 5 LEVELS OF LEADERSHIP MATTER:

Leadership is about influence, not just a title. This framework gives us language for noticing how our influence with each team member is growing or where it's stuck. It also helps highlight the difference between equipping someone for today (tools, clarity, and authority) and developing them for tomorrow (growth, ownership, and future leadership).

Most roles require both managing and leading. Managers plan, organize, and track work. Leaders build trust and move people toward a shared vision. This tool helps you map your current level of influence with each person so you can decide what's needed next such as clearer structure and support, or deeper investment in growth.

LEVEL	TYPE	WHY PEOPLE FOLLOW THIS LEVEL
1	Positional Leadership	People follow you because they have to. You have the title, the authority, and the org chart to prove it.
2	Permission or Relational	People follow because they want to. You've built trust, earned goodwill, and shown that you actually care about them as humans, not just as roles.
3	Production or Results Driven	Now they follow because of what you've accomplished. You're reliable. You deliver. You make the team better by getting things done.
4	People Development	People follow because of what you've done for them. You invest in their growth, open doors, and develop them as leaders themselves.
5	Pinnacle or Respect Driven	This is the rare, aspirational level where people follow you for who you are and what you represent.

HOW TO ELEVATE INFLUENCE

Use these quick tips to consider how you might grow your influence with each person on your team:

1 → 2: Connect — Have you taken time to really know them? Listen more, learn what matters to them, and find small ways to serve.

2 → 3: Deliver — Are they clear on what winning looks like? Set goals, remove roadblocks, and help them succeed.

3 → 4: Develop — Are you growing the person, or just using their skills? Coach consistently, delegate stretch work, and invest with intention.

4 → 5: Multiply — Are you raising up leaders, or just managing performers? Mentor intentionally, shape culture, and plan for what's beyond you.



TEAM INFLUENCE MAPPING WORKSHEET

HOW TO USE:

Take a minute to reflect on each person on your team. Jot their name down below, then use the descriptions above to estimate your current level of influence with them. What do you notice about your relationship — what are they saying, doing, or needing — that points to that level?

Next, ask yourself: *What intentional step could I take to grow that influence?*

Repeat this for each team member. The goal isn't just to label where things are, but to spark movement. Let this tool prompt conversation, build clarity, and motivate action. As you put small steps into practice, watch your leadership ripple outward.

TEAM MEMBER	TENURE (YEARS)	LEVEL OF INFLUENCE	WHAT I SEE OR HEAR THAT POINTS TO THAT LEVEL	NEXT STEP (1 ACTION)

