

“Keeping the Faith”

By: Jack Muellerleile

“Keep the Faith!” is an expression used by many leaders to seriously, or even off-handedly, encourage others to continue their efforts, to stick with the existing strategy or gameplan, to believe in a favorable outcome...all in the face of setbacks or unforeseen obstacles which cause doubt in the outcome still being attainable.

Leaders must **“Keep the Faith”** themselves in order to exhibit the behaviors needed to maintain the enthusiastic cooperation of followers. These behaviors include:

1. Outwardly voicing a belief in a self-determined future;
2. Excitement about the campaign undertaken;
3. Single-mindedness of purpose;
4. Belief in the abilities of others;
5. Enthusiasm over the progress already achieved;
6. A willingness to personally assist in problem-solving;
7. Never promising that which can not be delivered;
8. A positive, can do attitude; and
9. Persistence in moving toward goal attainment.

Most followers will adopt these same behaviors because they are contagious, especially when the leader has the respect of the followers. Most followers will try to imitate the characteristics of their leader...including **“Keeping the Faith”**.