

Which Source of Power Can You Leverage?

Utilizing your optimal source of power creates effective leadership

MILWAUKEE, Oct. 22, 2014 /PRNewswire/ -- Can power make women successful, defined leaders, and help them continue to enhance the world? Joann M. Eisenhart, Ph.D., senior vice president of human resources, facilities and philanthropy at Northwestern Mutual has taken an in-depth look at women, power and success through a series of white papers.

In *Harness Your Sources of Power for Greater Success*, Eisenhart provides details on how women, at every stage of their career, can leverage and optimize their own sources of power to be more successful. This latest white paper follows *The Art and Science of Power*, released in July 2014, which presented Eisenhart's findings on how female corporate leaders describe power.

"There does not need to be a negative connotation of power that exists among women. Women can and should feel comfortable utilizing power which makes sense for them in any situation," said Eisenhart.

According to Eisenhart, there are five sources of power, including:

1. Position
2. Expertise and credibility
3. Relationships
4. Personal qualities
5. Empowering others

Each power source brings with it a unique set of advantages and challenges. Eisenhart's research suggests women are more comfortable with certain power sources than others.

This notion was recently confirmed with results from Northwestern Mutual's 2014 Elements of Success Study which found that 81 percent of women feel they have surpassed or achieved their goals for establishing relationships in their personal and professional lives. This helps lead to the conclusion women are more comfortable utilizing the power they retain through relationships they have created.

For a greater look at each source of power and specific ways women can take advantage of the sources that makes sense for them, download *Harness Your Sources of Power for Greater Success* at <http://u.nm.com/HarnessYourPower>.

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