

## Leadership Styles: Sir Richard Branson

Arguably the world's most successful (and colorful) entrepreneur, Sir Richard Branson's *leadership style* is a key driver of his brand, which is now one of the top 20 brands in the world. Looking at his leadership style through the lens of [The FACET Leadership™ Model](#), it becomes evident that while he is strong on all of the five facets, he is particularly strong on Authenticity and Courage, as this interview shows. See what you think:

How would you score him on the Five Key Facets of High Performance Leadership?