

TRANSACTIONAL

Promotes Performance through Rewards
and Punishments

Processes, Structures, and Goals

Looks for Faults and Deviations

Evaluates Performance by Looking
Backward

The Leader has the Answers

Short-Term Results

TRANSFORMATIONAL

Promotes Performance through
Engagement and Development

Relationships, Support, and Collaboration

Looks for Top Talents and Affirms Strengths

Promotes Performance through Ongoing
Coaching

The Leader Helps Others Discover Answers

Builds Culture and Long-Term Success