



Leadercast  
**POSITIVE  
DISRUPTION**

## The Power of Community

Sangram Vajre, *Co-Founder and Chief Evangelist, Terminus: Account-Based Marketing*

What do Martin Luther King Jr., Mother Teresa, Simon Sinek and Brené Brown have in common? They all understand the power of community, or “belongship” as Sangram Vajre defines it in his talk at [Leadercast 2020—Positive Disruption](#). “The best of the best leaders in the business world, and the world of influence, understand [belongship] and implement it,” he says. “Without a community, you are simply a commodity.” Belongship is about creating a community based on trust, safety and care, and the way to achieve that on your team is to have the following four key attributes.

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**1. Paint a picture of success.** This is the ability to paint a clear picture of where exactly you are headed. “[As a leader, you] need to create a Promise Land, a picture of success, so clear that people will run through walls for you,” explains Sangram. It must be a clear picture, otherwise there will be a lack of clarity that will cause confusion.

**2. Have extreme focus.** “You’ve got to own the narrative that you want to have in the marketplace, and that happens when you are extremely focused on that one thing that is your greatest differentiator,” he says. Once you figure out what that is, you can be a disruptor.

**3. Be authentic.** Authenticity creates trust, and Sangram explains that trust is a force multiplier for an organization’s success. “When you win the hearts and minds of people, their wallets automatically start opening up because you care,” he shares.

**4. Put kindness above everything else.** Kindness sounds soft, but it’s actually the one thing you should double down on because it is a basic human need, says Sangram. The positive disruptors of this world are the ones who put people first.