

## Leadership: A Winning Formula for Reducing Crime

*“Leadership is not a journey to rise in the ranks. Leadership is a journey to help those around us rise.”*

-Simon Sink



Effective leadership is key to reducing violent crime. Behind every effective strategy is a strong, engaged leader. As leaders within an agency, your influence can make or break even the most promising crime reduction strategies.

The formula that enables successful crime reduction is a simple one:

**Crime Reduction = Leadership x (Inspiration + Communication + Empowerment)**

### SARA

The framework effective leaders use to attack crime problems. Learn more about SARA here.

[SARA Webinar](#)

[SARA Checklist](#)

**Inspiration.** Leadership begins with clarity of purpose: the why. While many focus on the what (tasks) and how (methods), truly effective leaders start with the why, the reason behind the work. Focusing on the why creates a compelling vision that motivates and unites their team around a shared goal. Inspirational leadership goes beyond providing direction; it ignites passion and fosters a sense of purpose by engaging people’s hearts and minds. Impactful leaders build trust, demonstrate emotional intelligence, and empower their teams, driving them to achieve exceptional outcomes and surpass expectations.

*Learn more about leadership [HERE](#)*

**Communication.** To lead impactfully, have a clear, concise message that explains the crime problem, the department’s response, and—most importantly—the why behind the effort. Repeat it often, in every setting using verbal, written, and nonverbal methods to convey ideas and set expectations. Presence matters and sends a strong message. Attend strategy meetings. Join roll calls. Walk the beat with officers. Show up at community meetings. When your team and community see that this work matters to you, it will matter to them. As progress is made, share both the wins and the setbacks, reinforcing your department’s commitment and resolve.

**Empowerment.** Leaders don’t do everything themselves. They bring together the right people—internally and externally. They set expectations, motivate, coach, and hold people accountable. Leaders create an environment of trust, accountability, and ownership. This approach not only boosts employee engagement but also drives innovation.

**Making a Difference.** Impactful leaders develop a clear vision, build strong relationships, communicate effectively, and empower their teams. Through this simple formula, leaders can shape departments, transform communities, and save lives.