**EXPLORİNG THE IMPACT OF LEADER'S CONSCİOUSNESS ON LEADERSHİP STYLE: A QUALİTATİVE CONTENT ANALYSİS UTİLİZİNG HAWKİNS' MAP**

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**ABSTRACT:**

A lack of comprehensive studies were observed on how consciousness level of leader influences his/ her leadership style, demanding this qualitative content analysis. This analysis is applied with the aim of testing the impact of leader’s consciousness level on leadership style. Nine global leaders’ comments were examined by the researcher which were utilized from The Brave Ones series. Findings emphasize the important role that consciousness plays in shaping leadership style. The idea of this study is significant, especially in leadership literature because by applying Hawkins' Map of Consciousness, this study introduces a unique perspective that could provide new and valuable insights into how leadership works. Consequently, this study is an attempt to explore different reason behind the advent of leadership style. Also, this study could be an enlightment for organizations to solve the matter of how could leaders transcend their consciousness level to the highest ones by considering this map as a guide for them and for their followers to understand each other and thrive together.

**Keywords:** Leadership Style, Hawkins’ Map of Consciousness.