The concept of leadership exists and protects its' importance in every field that there is management mentality from prehistoric period of history. People need leaders that will take away a specific goal from the day that live together to present. Some aspects of characteristics of these leaders who guide such as which characteristics are necessary in which situations and these characteristics of leaders are innate or acquired become mystery and this causes developing various theory and approaches. Culture in leadership research is important topic in terms of leader and audiences in organizational structure. As part of cultural effect, the characteristics about leaders that are located in epics are dedicated to epic qualification are embraced within dada gorgud stories by being mentioned for research. Dada gorgud stories are preferred for research because they have deep and multi-layer structure, characters in dada gorgud stories bear responsibilities, relationships among characters, their educations and locution is different from characters in other epics as well as emotional dimension of dada gorgud stories. As part of research of leadership characteristics, characteristics that characters have are revealed with content analysis method. Characteristics that reveal with the results of mathematical analysis that is applied to dada gorgud stories. Continuity of research will maintain by being made comparisons between content analysis that will make for other epics that become product of central Asia Turk culture and other study finding that will make for mythological stories of western culture.

**Keywords:** Leadership, Dada Gorgud stories, content analysis, characteristics of leadership.