



Your Time to Lead

PART FOUR



"And when we feel sure they will keep us safe we will march behind them and work tirelessly to see their visions come to life and proudly call ourselves their followers." - Simon Sinek



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Chapter 9: What Matters in Leadership

Authentic Leaders

You can be a leader at any age and develop your leadership skills over time. Successful leaders are defined by their character, not their title. When leaders are authentic, they motivate and encourage others to become leaders themselves. Often, we don't realize the impact we have on those around us until someone lets us know.

As we've previously covered, leadership experiences happen in all aspects of life—not just at work. When you live your life in a way that positively affects others, you set an example and give them permission to do the same.

Authentic Leaders:

Lead by example

Take leaps of faith and are willing to learn

Fail forward and lead others through failure

Take ownership and responsibility

Are willing to be outliers

Understand how their actions affect others

Instructions:

Use the following pages to capture stories about yourself or others demonstrating authentic leadership. Also make a note of the brand attributes that were shaped or challenged.

Example Story:

Nicole

My small start-up business was growing, and I hired five part-time employees. I had no prior leadership experience, but I was passionate about my business and I shared that passion with my employees. I had to train them on how to produce our product and maintain a pace to keep up with customer demand. At first it was intimidating to teach people both older and younger than me. But I gave them all the time they needed, answered their questions, and did my best to ensure they had all the tools they needed to do their jobs. They followed my advice and it made me feel like I knew what I was doing—like I could lead! I really enjoyed the experience of teaching others a new skill and seeing them become interested in the business I was creating.

Nicole's Brand Attributes That Were Shaped or Challenged:

She has a clear **purpose**: Nicole showed her passion and let employees know what the business stood for

She keeps her **promises**: She was committed to answering questions and allowed time for employees to learn

She adheres to her **principles**: Nicole demonstrated patience with employees and passion for a job well done

She provides **experiences** that are consistently fulfilling: Employees learned and Nicole grew as a leader

She has a **presence** that's genuine: Employees knew Nicole was a new leader and they respected her willingness to learn alongside them

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Lead by Example

Share a story about a time when you or someone you know
"led by example"

Brand Attributes that were shaped

☐ I have a clear purpose

☐ I keep my promises

☐ I adhere to my principles

☐ I provide experiences that are
consistently fulfilling

☐ I have a presence that's genuine

☐ My brand matches the description
others give it

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Chapter 9: What Matters in Leadership

Take Leaps of Faith and Be Willing to Learn

Share a story about a time when you or someone you know “took a leap of faith and was willing to learn”

Brand Attributes that were shaped

☐ I have a clear purpose

☐ I keep my promises

☐ I adhere to my principles

☐ I provide experiences that are consistently fulfilling

☐ I have a presence that's genuine

☐ My brand matches the description others give it

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Fail Forward and Lead Others Through Failure

Share a story about a time when you or someone you know
“failed forward and led others through failure”

Brand Attributes that were shaped

☐ I have a clear purpose

☐ I keep my promises

☐ I adhere to my principles

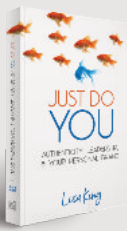
☐ I provide experiences that are
consistently fulfilling

☐ I have a presence that's genuine

☐ My brand matches the description
others give it

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Take Ownership and Responsibility

Share a story about a time when you or someone you know “took ownership and responsibility”

Brand Attributes that were shaped

☐ I have a clear purpose

☐ I keep my promises

☐ I adhere to my principles

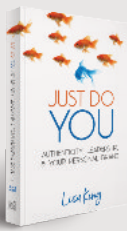
☐ I provide experiences that are consistently fulfilling

☐ I have a presence that's genuine

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Be Willing to Be an Outlier

Share a story about a time when you or someone you know was
"willing to be an outlier"

Brand Attributes that were shaped

☐ I have a clear purpose

☐ I keep my promises

☐ I adhere to my principles

☐ I provide experiences that are
consistently fulfilling

☐ I have a presence that's genuine

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Understand How Your Actions Affect Others

Share a story about a time when you or someone you know was able to “understand how your actions affected others”

Brand Attributes that were shaped

☐ I have a clear purpose

☐ I keep my promises

☐ I adhere to my principles

☐ I provide experiences that are consistently fulfilling

☐ I have a presence that's genuine

☐ My brand matches the description others give it

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Chapter 11: Now What?

What's Next

You have the power and potential to lead. It is inside you. You can lead by taking control of your words and actions to ensure they are in alignment with what matters deeply to you and are a clear reflection of your personal brand. Living your brand and leading with authenticity and purpose is a lifelong project. It starts today. Living your authentic brand isn't about becoming a different person. It's about becoming more of who you really are.

To Do:

- ☐ Share your core principles with your families and/or teams
- ☐ Explain why your core principles matter to you
- ☐ Share your promises and commitment with the people you identified that matter the most to you in your personal and professional relationships
- ☐ Explain why your promises matter to you and what they can expect from you
- ☐ Share your purpose statement. Examples: on your resume, in social media, or in your email signature
- ☐ Take charge of your description
- ☐ Lead with authenticity & purpose
- ☐ Leverage your social profiles to share and create content consistent with your brand
- ☐ Seek every opportunity you can to lead
- ☐ Believe in your brand

"You will either step forward into growth or you will step back into safety."

—Abraham Maslow



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Chapter 11: Now What?

Your Plan

Use the space below to capture other important steps to fulfill your purpose. What is your plan?

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—Abraham Maslow



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Now is your time to become the leader you were meant to be - maybe the leader you wish you had.



Key Takeaways

- Leadership isn't about title, position, or power. Anyone can step up and be a leader. The world needs authentic leaders: leaders who are true to themselves and purpose-driven.
- The real-life examples shared throughout this book illustrate the influence of authentic leaders and the positive ripple effects they create through their interactions with others. Conversely, the inauthentic leaders who do harm, intentionally or unintentionally, leave people floundering in their wake.
- Throughout your leadership journey, be open to lifelong learning. In doing so, you'll face new experiences and meet new people who can teach you something unexpected. Embrace your failures along the way and choose to fail forward. When you do this, you'll see that failures are simply opportunities to learn. And as a leader, when you help others overcome failures, you'll help them fail forward as well.
- When the time comes, be willing to be the outlier. Experiences and people will challenge your brand. You'll need to decide when to step up and shine authentically in those situations. It will be difficult, but the reward will be great. Stay on course toward your True North. Stay true to you.
- It's up to you to choose how to proceed from here. You may want to continue on your self-awareness journey and take an assessment, such as Gallup® CliftonStrengths. Or you may have some specific challenges you need to address. Find the resources that resonate with you and that align with your brand. I recommend several in the next chapter. Some books and methodologies will feel right and others won't. Be discerning in your quest to build your skills.

Congratulations, You Did It!

Take a moment to think about what you've become more aware of through this process. Consider how you're feeling.

"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment."
- Ralph Waldo Emerson