

Your Life Story as Your Leadership Story

Leading through personal character

One BIG thing

We don't ask leaders to prove their competence to us. Competence is assumed, rightly or not.

We do, however, wonder about the character of a leader and closely watch how they demonstrate their character through personal stories.

Problem to solve

Many hold back their formative experiences, identities, and values for fear they'll be judged as self-interested. They don't think it's possible to be humble and share of themselves at the same time.

This false dichotomy causes many to lead through competence alone, neglecting the role of character to inspire action. As a result, they unknowingly *choose* one dimensional leadership and weak followership. Which leaves them not only short of their goals but scratching their head why they weren't able to achieve their objectives in the first place.

Coming up short while confused? That's a tough way to live and a poor way to lead.

Solution to the problem

The truth is that you only matter within the context of your audience (e.g., team members, the board, suppliers, etc.). You can't achieve solely through personal ambition or talent alone. This mindset allows you to stay humble, but speak about yourself in ways that inspire team execution toward your mission.

Admiration is your goal, which comes from a personal and emotional connection. Connection comes from stories like these:

- **Vision** stories that make the future feel vivid, real, and achievable
- **Values** stories that explain how values influence your life, leadership, and goals
- **Action** stories that tie the action plan to the purpose
- **Teaching** stories that provide models for behaviors and skills for your audience
- **Trust** stories that humanize you as a leader and animate the heart of your audience

Achievement follows suit, as does clarity of purpose. Now, that's leadership. Thanks, character.

What now

This Life Story as Leadership Story module is available as a keynote presentation, interactive discussion, or facilitated workshop. Let's discuss the best approach to meet your specific need.

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