

LEADERS HAVE COURAGE

Leadership is perhaps one of the 1) (2W) subjects in business. Leadership has 2) (3W) with 3) (1W). I know many people who sit at 4) (3W) of an organization who are not leaders. We do as they tell us because they have 5) (3W), but we do not 6) (2W) and we do not 7) (2W). I also know people at low levels of organizations that have 8) (3W). But 9) (5W). The choice to look after the person to the left of them; the choice to look after the person to the right of them. And we 10) (3W) and follow them 11) (1W). Leadership is the 12) (2W) to see those around us 13) (1W). You, every one of us, can choose to be the leader we 14) (3W). We lead our teams and we can lead our clients, when we decide that we will do 15) (4W) to see them rise, to see them 16) (3W) and their dreams. And this is what 17) (2W) means: I serve your dream rather than you 18) (4W). And it's totally fine to have 19) (2W). It's totally fine to have 20) (1W) because that becomes the 21) (3W) that somebody wants to give you their money because they believe in you. It is 22) (2W). But the best leaders I know are 23) (3W). There's no such thing as an 24) (2W). It doesn't exist. Like there's no such thing as an expert parent. It doesn't exist, right? 25) (5W). And even the most senior leaders constantly are reading books, reading articles, watching talks, having conversations all the time about leadership. They're always in 26) (2W). And I think for anyone who wants to be a leader, you have to 27) (5W) of the subject. Like anything, if you want to be good at something, you have to study it. And the most 28) (2W) of leadership... You know we talk about 29) (3W). Yes, these are important. But I've known some wonderful leaders who don't have 30) (4W). I've known some wonderful leaders that are quiet and 31) (4W), but they all have 32) (1W).

The courage to speak truth to power.

The courage to take risks on people.

The courage to do the right thing and have integrity.

The courage to ignore the short term ups and downs of the business.

The courage to believe in people.

The courage to advance a vision.

I think courage is a very 33) (2W) of leadership.