

## Five Leadership Lessons I Learned the Hard Way

Presented by Jan F. Brazzell, PhD, ACFRE  
SAWA 2017 Management Conference

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- What extraordinary leader has positively and directly affected your life?
- Share with the person next to you
- What qualities emerged?



## Your Experience

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## Rethinking Leadership

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**LEADERSHIP LESSON #1**

Authority is highly over-rated.

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**Authority is Not Leadership**

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**WHAT IS LEADERSHIP?**

“Leadership is a process of social influence, which maximizes the efforts of others, toward the achievement of a goal.” – Keven Kruse, Founder and CEO, LEADx.org.

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**Dogs** have owners ...  
**Cats** have staff



**What does influential leadership look like to you?**

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## LEADERSHIP LESSON #2

Lead with your own, authentic voice

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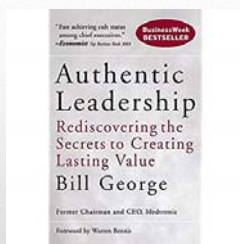
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- Purpose
- Values
- Heart
- Relationships
- Self-Discipline



**Authentic Leadership**

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How would your behavior as a leader be different if you didn't need a paycheck?



### Personal Exercise

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You won't let yourself be seen because you fear you aren't enough and others will reject you.

But, in the end, all you have is who you are.

### Barriers to Authenticity

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## LEADERSHIP LESSON #3

Effective influencing requires trust

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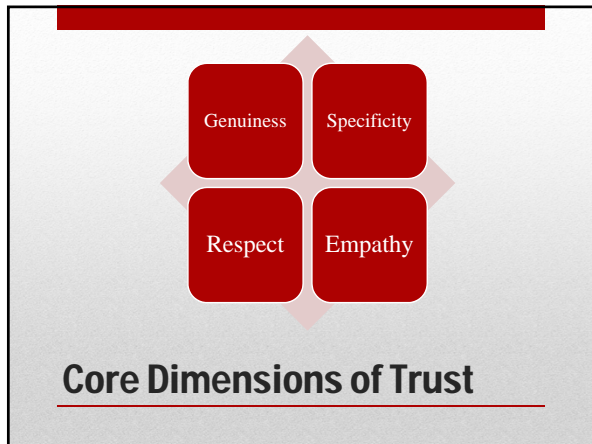
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**LEADERSHIP LESSON #4**  
Trust requires relationship-building

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You earn trust in drops. You lose trust in buckets.

**Frequent, positive, face-to-face interaction matters**

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**LEADERSHIP LESSON #5**

Leaders Focus on Developing Leaders

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Mission  
Vision  
Core Values  
Desired  
Outcomes



**Grooming New Leaders**

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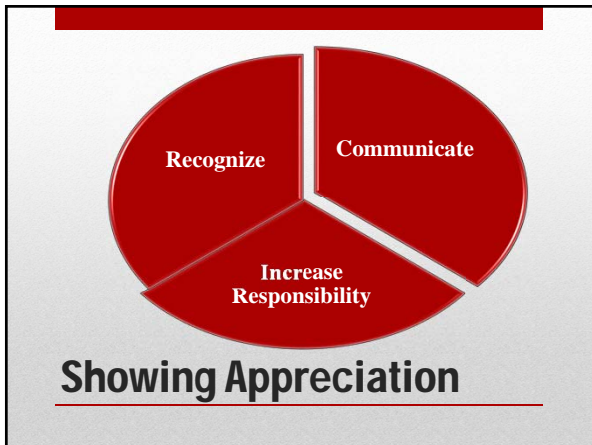
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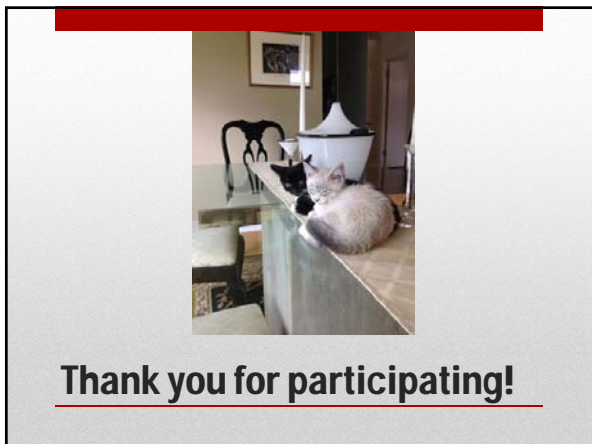
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**Advancement Consulting**  
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