

SIX RULES FOR

leading with intention

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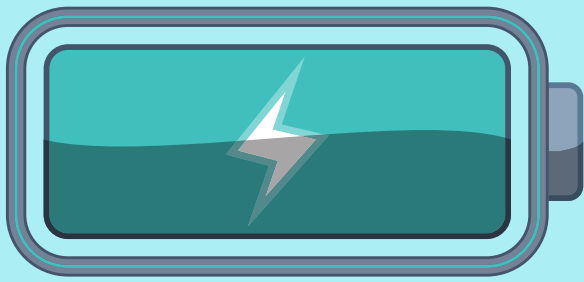
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IT'S 4:37PM ON A FRIDAY AFTERNOON



How are you feeling?



Energized?

Or completely drained?

Now consider how you typically end your work week.

How would you *like to feel* instead?



When was the last time you felt inspired at work?

Do you just “get through” each day, only to start again the next morning?

Are the demands of your work day taking all your time, energy, and focus away from your true passions and priorities?

Sound familiar?



As I coach clients and train teams around the world, I've witnessed a significant change in how we're living and leading.



Too many leaders and their teams are **frustrated** rather than motivated; they're **exhausted** rather than energized; and they feel **apathetic** rather than inspired.

Something has to change.

We're at a crucial time in history where leadership is being redefined.

For today's global leaders, it's no longer enough to simply have outstanding performance, larger paychecks, and the corner office. These cutting-edge individuals are looking to connect a **deeper sense of purpose** to their work and feel more energized throughout their day.

They are hungry for a new kind of leadership that fits their lifestyle and allows them to integrate their most important priorities with their work, instead of around it.

They crave a life that is **driven by their values**, rather than the bottom line.



It's time to embrace this Wholehearted Leadership Revolution where success is based on fulfillment, not retirement

Instead of striving to achieve better results and gain more recognition, this new leadership paradigm focuses on

living and leading with greater purpose

by developing character based on your core values.



Forget top-down hierarchy.

It's time to experience

leading from the inside out!

To join this leadership revolution, here are

Six Rules for Leading With Intention

I created to help you practice this kind of

intentional

inside-out leadership.



SIX RULES FOR

leading with intention

Rule One Live With Integrity

Rule Two Make Intentional Choices

Rule Three Get Uncomfortable Often

Rule Four Detach From Outcomes

Rule Five Stand In Your Power

Rule Six Create a Daily Legacy

Rule One Live With Integrity

Imagine putting on your coziest slippers or your favorite pair of worn-in blue jeans. Ahhhhhh yes, this is what practicing values-driven leadership should feel like – it fits you just right and leaves you feeling satisfied! **Our world needs you to show up more authentically.** It's time to retire superficial practices that cause you to hijack your personal standards and sell out in service of pleasing others or accomplishing tasks. Embrace integrity instead! Begin by grounding yourself in your core values and then align your attitudes and actions accordingly. When you are self-aware of what matters most to you and are deeply rooted in these principles, making congruent choices to live with integrity will define your leadership.

First Reflect

- **What core values characterize your leadership?** Write down your top five values here and define them in your own words.
- **Where have you been compromising your integrity by selling out?** Consider who or what is putting pressure on you and choose to release the hold it has on your decisions.
- **Define what truly authentic leadership looks like for you.** What small to radical changes do you need to make in the next...day...week...month...year...to live with more integrity?

Now Act

Using your top five core values you've identified, choose one value for each day of the week to set as a guidepost for your actions. To fully integrate these values into your leadership practice, consider what images, songs, or quotes will bring each value to life.

At the beginning of each day, take a moment to reflect on why you chose this value and what it means to you, then set an intention for how you'd like to practice it throughout your day.

Check in with yourself at lunch and see what experiences have allowed you to exercise this value and others that might have limited or silenced it.

At the end of the day, take a moment to reflect on how you were able to live with more integrity to your values as well as what challenged or stretched you. Write this down and honor it.

Rule Two Make Intentional Choices

No matter who you are, where you were born, what happened yesterday, or what will even happen ten minutes from now, there is one essential quality we all share: The playing field is completely level when it comes to choosing how we act and react. I invite you to consider this: **How would your life be different if the choices you made were more intentional?** Imagine if you only chose to do things once you took time to consider your desired result and the potential consequences of your actions or inactions. Instead of living reactively, begin by making mindful decisions in how you act, speak, listen, and wait. When your choices are driven by your core values, the array of potential options narrows to those that are in line with who you want to be in this world that then influences what you do as a result. Wholehearted leadership requires intentional choice.

First Reflect

- **Are you living more proactively or reactively?** Consider what is driving your choices: External circumstances or internal intentions?
- **What is standing in your way from being fully present as you lead?** Write down any distractions, demands, or obligations that regularly steal your focus away.
- As you commit to making more intentional choices, **what needs to shift or change?** Consider the sabotaging items you listed above and make a commitment to reducing or eliminating at least one of them in the next 24 hours.

Now Act

If you woke up tomorrow and were to live a fully intentional day, what would it look and feel like? Most likely, it would be very different from your average work day that is spent responding to everything from urgent emails to workplace crises.

Instead, imagine what would happen if you were fully present in every meeting. How would you show up differently as a leader? What impact would this have on those around you? On your self-perception and confidence?

Before your next appointment, conversation, or interaction, consider what end result you're aiming for and let this purpose guide your attitude and actions. Is there something you need to let go of before you can fully engage and focus on what's next?

Take five seconds to empty your mind and get really clear on this intention. Now go out and live more intentionally!

Rule Three Get Uncomfortable Often

If you never stretch your limits, you'll never reset your limits! Creating the cutting edge requires innovative action and leadership that isn't afraid of getting messy and uncomfortable. Discomfort is a crucial ingredient in developing your leadership capacity and ultimately makes you stronger and more resilient. Consider how your life would change if you were willing to put yourself out there more and simply try something new without any attachment to the outcome. In fact, some of the most famous geniuses and savants throughout history only made their discoveries because they were willing to face failure, persevere, and continue experimenting. So go ahead and get uncomfortable! **Be BOLD. Take RISKS. Create CHANGE. Experience FAILURE.** And through it all, you will conquer the chaos that creates clarity and change in your life!

First Reflect

- **What were you doing a year ago today?** Now consider how you have grown and transformed since then. What did it take? What were you willing to risk?
- Think back to a time that you **took a chance on something or someone and it paid off!** Describe the circumstance here and share what you learned.
- Make a list of at least five things you've always wanted to do, but haven't yet. **These are your Daring Dreams.** They might be anything from learning how to master a certain recipe to skydiving in the rainforest! Record them now.

Now Act

Choose one of your Daring Dreams that you're willing to get uncomfortable to accomplish. First, become really clear on exactly what defines this Daring Dream for you. What do you want the end result look and feel like if you go for it and succeed?

Now, identify any sabotaging thoughts, beliefs, and actions that have held you back or made you play small in the past. Take a moment to recognize the lies that you've been accepting, then forgive yourself, and let these lies go.

It's now time to choose to embrace the truth that this Daring Dream is indeed possible and you are ready for it! Consider all of the motivating resources you already have at your disposal. Which friends and family members would love to see you accomplish this? What physical resources do you already have or can easily acquire to make this happen?

Acknowledge your immense wealth of knowledge, experience, and inner resources that will carry you forward and begin where you are right now. When you're willing to brave discomfort, you'll be amazed at what you can accomplish!

Rule Four Detach From Outcomes

When I was a freshman at UCLA serving on our residence hall leadership board, one of my advisors shared something invaluable: *“Leslie, you can plan the event, but you can never plan the outcome.”* Her wise words still echo in my head whenever I catch myself trying to control situations or cling too tightly to my expectations for how something (or someone!) should be.

As long as you're attached the outcome, you remain a victim to circumstance. You give your power away to the unknown of the future, instead of reveling in what is known and true in the present and the wisdom and experiences from the past. To practice wholehearted leadership, you must thoughtfully consider your desired outcomes, set resonant intentions, and strategically plan without basing your success on any certain outcome. While this is hard, it is necessary to be at peace with the work you create.

First Reflect

- **How often do you base your success on a certain outcome** instead of the effort you put forth? Consider how this makes you feel about your work.
- **What environments or relationships do you find yourself trying to control through your expectations?** Take a moment to realign with your values and release your desire to have things happen in a certain way.
- Instead of being a victim of circumstance, **how do you want to choose to live?** Complete the following phrase as a Personal Proclamation for Success: *“My success is defined by...”*

Now Act

We all have areas that we tend to want to be more in control of in our lives: Our health and wellbeing. Our marriages. Our personal time. Identify one area of your life where you default to controlling, rather than allowing life to unfold. Chances are there are certain things in this particular relationship or situation that matter a whole lot to you – so much that you can't imagine not having it turn out the way you anticipate and desire!

Yet working this hard to control outcomes takes a lot of time, energy, and focus away from actually living your life. What are you ready to release so you can create space in your life and feel more energized?

Consider your Personal Proclamation for Success that you created above. How does it help you shift your perspective and detach from any particular outcome? Use this insight to create a different way of being around the area you chose so you can focus on what really matters, rather than staying a victim to circumstance.

Rule Five Stand In Your Power

You face a myriad of moments each day where you can choose to give your power away or stand strong. When engaged in a tough conversation, do you live by your values or give into groupthink? If someone pressures you to take on one more thing in an already over-full day, are you honest about your time or do you say “yes” and dishonor your other commitments? While these may seem like trivial scenarios, they are actually the defining choices that shape your character and create your life.

Choosing to stand in your power means making resonant choices that are driven by your values, priorities, and beliefs.

When you are fully empowered, you feel energized, motivated, and positive – you’re able to live a full life and lead with more integrity and purpose. What you choose determines how you live. Choose to stand in your power!

First Reflect

- **Where do you most often give your power away?** Identify the situations, environments, and relationships that make you play small and shrink away from honoring your values.
- **What is the impact of neglecting to stand in your power?** Consider how you feel about yourself, what messages your “inner critic” shares, and other reactions you experience.
- **What would be possible if you fully embraced your personal power?** Just imagine what you are capable of when you feel empowered, alive, and in flow!

Now Act

Take a moment to consider what standing in your power truly means to you. How important is it to live aligned with your deepest values and feel good about the choices you make? Are you ready to stop sacrificing and sabotaging your deeper needs and desires? Fully embracing your power requires making some tough choices and commitments.

In order to be your most empowered, authentic self, what three things do you need to say YES to everyday? On the flip side, what three things are you absolutely going to say NO to so you don’t give your power away?

Once you have your list of YESes and NOs, post it somewhere you will see everyday. My personal favorites are a bathroom mirror, smart phone wallpaper, or on a small card in your wallet. Set a strong intention now to honor these commitments so you can continue to lead with integrity and personal power.

Rule Six Create a Daily Legacy

While many ask how they want to be known at the end of their lives, you must start by considering how you show up every day. These are the moments that create a daily legacy, not just a lifetime one! One of the most amazing gifts life offers is the opportunity to wake up each morning and choose how you want to live and what impact you are going to make. And the decisions you make each day add up to form your greater character and reputation as a leader and a person.

Live in congruence with your deepest held beliefs and values. Be intentional in your interactions and contributions. Lean into discomfort so you can stretch yourself and grow. Strive for success, not just a particular outcome. And live, lead, and love from a full empowered and resonant place. Create a daily legacy that reflects who you want to be and your influence as a leader with be transformational!

First Reflect

- **When others talk about you, what do you want them to say?** Consider what reputation you're creating in the various arenas of your life (i.e. work, family, friends, leisure, etc).
- **How do your daily decisions honor each of your values?** Determine if you have adopted any habits that are out of sync with the way you want to live and realign your life accordingly.
- **What one change would make the biggest difference to living a life you're proud of today?** Identify what's been holding you back and move it out of the way.

Now Act

Jump in your metaphorical time machine and fast forward to the end of your career. As you climb out, imagine entering a lovely auditorium filled with your closest family, friends, and colleagues. Scanning the room, your eyes meet the people who have mentored and taught you important lessons throughout your life as well as many others who's lives you've changed in powerful ways. A dear friend and colleague, gestures for you to take the stage, and you sit down in a comfortable chair. As the music softens, you notice individuals rising and, one by one, sharing some of the special moments that have touched their lives; stories of the daily choices that you made to support, challenge, and encourage them fill the room and you soak it all in. These are not just stories of what you've done, but are more importantly about who you are. The evening comes to a close and you say your goodbyes before climbing back into the time machine parked outside and head back to the present day. Based on what you've just experienced, what kind of person did these individuals describe? Write down as many qualities and characteristics that describe who you are at your core. This true version of yourself is the person you strive to be each day. Realize the immense potential you have to continually create your legacy through living up to this reputation of your ideal self. Start creating your daily legacy today.

LIVE *the change*

LEAD *with intention*

CREATE *a life you're proud of*

These Six Rules for Leading With Intention create a powerful framework for embracing and activating this new paradigm of wholehearted leadership. While transformational change doesn't happen overnight, the strong, steady commitment to living a life of integrity and leading with intention can and will make a lasting difference in your life and the individuals you impact. It starts here. In this moment based on the choices you make (or don't make) to honor your values and live with purpose and passion.

My deepest desire is for you to live a bold, brilliant, and beautiful life where you are fully engaged, empowered, and energized.

When you believe that you already have all the resources you need to succeed, you can create a life you're proud to live.

There are no more excuses, limitations, or boundaries to traverse.

There are only open frontiers to explore, lives to change, and people to influence. It is time to go forward armed with your inner resources and embrace all the opportunities ahead. It is time to be part of this leadership revolution!

Leslie M. Bossertman

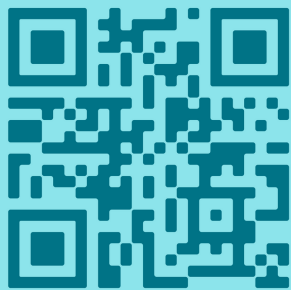
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