



# The Power of Purposeful Leadership: MY LEADERSHIP CREDO

Richard J. Leider  
Inventure - The Purpose Company  
[www.richardleider.com](http://www.richardleider.com)

# The Power of Purposeful Leadership

*“This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one...the being aforce of nature. Instead of a feverish, selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy.”*

— G.B. SHAW

## WHO BEFORE WHAT

Leadership today requires that we first lead ourselves. The ultimate leadership challenge is self-leadership. Character is defined here as the awareness of your core “stand” plus the courage to act on it!

- What do you stand for?
- What won’t you stand for?
- Who do you stand with?

At certain times in your leadership life your courage is tested. The courage of a purposeful leader calls for boldness– the willingness to take a stand. Purposeful leadership is the alignment between who you are and what you do.

Courage involves some form of risk - the possibility of some loss involved. Without risking, you cannot create change or deal with disruption.

Courage is about feeling fear and doing the right thing anyway. In this sense, you are pushing yourself to overcome fear and act on purpose, or push aside the emotions that beg you not to stand by your beliefs.

The character of purposeful leadership is the courage to “walk your talk.” One of the most telling questions you can ask someone in any kind of leadership role is “What motivates you to become a better leader?” The answer to that question will make a significant difference in how well you lead.

# Walking Your Talk

To lead on purpose, it helps to share your leadership “credo” with others.

In every culture on earth, as language developed, people learned to share their stories, hopes, dreams, and purposes. We’re born to love stories. They are instant generators of interest, empathy, emotion, and curiosity. The stories that generate the deepest connection are stories about you personally. Tales of failure, awkwardness, misfortune, danger, or disaster, told purposefully, are most often the moment when listeners shift from mild to major interest. They begin to share some of your emotions.

The central thesis of this exercise is that “why you lead determines how well you lead.” The one thing that most matters in public speaking is not confidence, stage presence, or smooth talking. It’s having something relevant to say to your audience. It’s answering the “why” question — “why should I follow you?”

Master the art of talking on purpose to a “Purpose Partner”:

## **MY PURPOSE PARTNER**

Plan a talk for an “audience of one.” Choose a Purpose Partner – a committed listener – and prepare a talk as if you will be delivering it to that one person only. Choose someone who is generally a curious, engaged listener – and someone whom you really like. This will help to bring relevance to your talk.

With the ebook exercises as a guide, create your purpose story by following these five steps:

**Step #1: Leading on Purpose Quiz™**

**Step #2: My Leadership Credo**

**Step #3: My Purpose Practice**

**Step #4: My Sounding Board**

**Step #5: My #1 Development Goal**

This process works... if you work the process!

# Step #1: Leading on Purpose Quiz™

Check YES or NO according to how you feel about each question relative to your job, today.

	<u>YES</u>	<u>NO</u>
Do I wake up most work days feeling energized to go to work?	<input type="checkbox"/>	<input type="checkbox"/>
Do I feel a personal calling to my work?	<input type="checkbox"/>	<input type="checkbox"/>
Do I have clarity about how I personally measure success?	<input type="checkbox"/>	<input type="checkbox"/>
Do I use my most enjoyed “gifts” in my work?	<input type="checkbox"/>	<input type="checkbox"/>
Do I work with leaders who support the values I value?	<input type="checkbox"/>	<input type="checkbox"/>
Do I speak truth to power in my work?	<input type="checkbox"/>	<input type="checkbox"/>
Do I truly enjoy my work?	<input type="checkbox"/>	<input type="checkbox"/>
Do I make a living doing what I’m truly passionate about?	<input type="checkbox"/>	<input type="checkbox"/>
Do I consciously lead with purpose?	<input type="checkbox"/>	<input type="checkbox"/>
Do I go to sleep most work nights feeling this was a well-lived day?	<input type="checkbox"/>	<input type="checkbox"/>

Total YES responses: \_\_\_\_\_

The total number of yes responses on the inventory provides a general idea of your Power of Purpose at work. If you have mostly yeses, your work is a good fit with your gifts, passions, values, and purpose.

**FIELDWORK:** Share your quiz results with a Purpose Partner.

## Step #2: My Leadership “Credo”

Highlight or outline below a five-minute (or less) talk to deliver to a new team or orientation group on your stand as a leader. End your speech with a clear, compelling declaration about the “credo” you commit to as a leader. When you’re done, read it out loud. Does it resonate with you?

### THE KEY POINTS IN MY TALK:

**As a leader, I stand for...**

---

---

---

**As a leader, I won’t stand for...**

---

---

---

**As a leader, I stand with...**

---

---

---

**My “credo” (personal purpose as a leader) is...**

---

---

---

---

**FIELDWORK:** Share your talk with a Purpose Partner.  
Does it resonate with him/her?

# Step #3: My Purpose Practice Talk

1. There's a helpful word used to analyze plays, movies, and novels; it applies to talks too. It is a "throughline"— the connecting thread that ties the talk together. Every talk should have one.

What's your "throughline?"

---

---

2. Most great talks follow this simple structure:

A. One sentence introduction:

What will be covered and why is it relevant.

---

---

---

B. Three Main Points

1.

---

2.

---

3.

---

C. Conclusion: Takeaway

---

---

3. Practice: "Hello my name is \_\_\_\_\_ and I want to share why I lead and what I believe in... Practice your story aloud in a mirror. Do you feel a deep resonance?"

**FIELDWORK:** Discuss your talk structure and throughline with a Purpose Partner.

# Step #4: My Sounding Board

*"There is no doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has."*

— MARGARET MEAD

## ISOLATION IS FATAL!

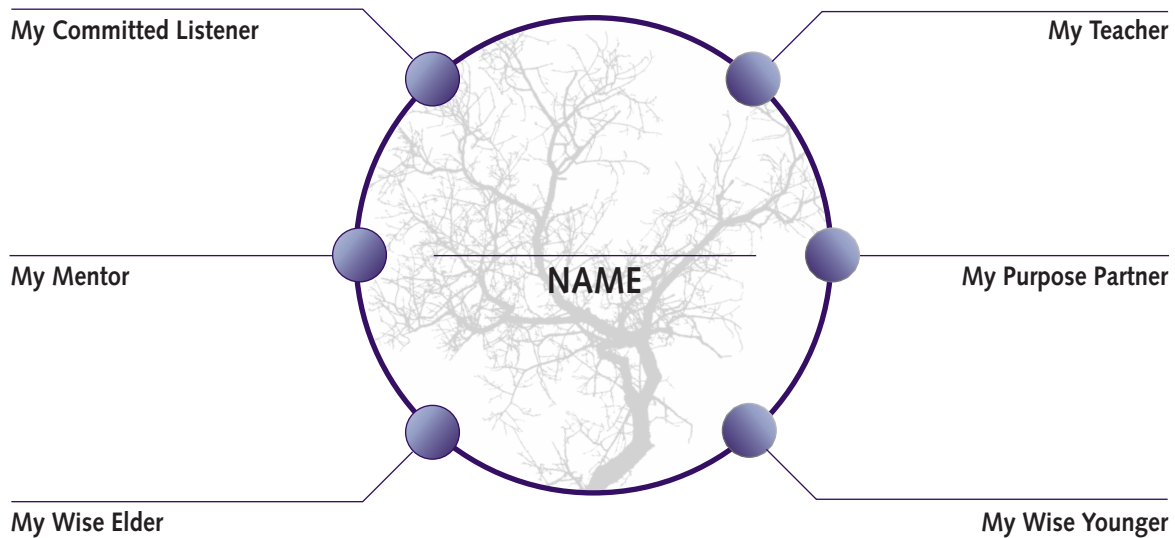
A critical resource for leading on purpose is a Sounding Board - trusted individuals who can offer feedback and support. They may have only one thing in common - you. But they all meet the following criteria:

- They're interested (versus interesting)
- They ask great questions (versus fixing you)
- They bring perspective (versus just information)
- They care (versus cure)

Place the key people on your Sounding Board around the table.

## Sounding Board

Place the key people on your Sounding Board around the table.



**FIELDWORK:** Commit to sharing your practice talk with your Sounding Board.

# Step #5:

## My #1 Leadership Development Goal

**Goals are the building blocks of leadership development.** They are the steps you take to focus your intentions. Goals are easy to make, but they're harder to keep. Writing down your goals, though, can assist you in achieving what you set out to do.

Research has shown that one of the most common characteristics of successful leaders is that they regularly write down their #1 development goal. They make a contract to achieve their goal by a specified date.

**The process works ... if you work the process!** By completing the process, you help ensure that you'll accomplish the priorities that keep you growing in the direction you choose.

**In summary, the steps are:**

**Step 1: Choose your #1 development goal for this year  
(next 12 months)**

**Step 2: Develop a small-step action plan for this goal**

**Step 3: Commit to a "Purpose Partner" and ask him/her to hold you accountable for results.**



# My #1 Goal Results Plan

**My #1 Goal:**

---

**Why do I want this?**

---

**Who will provide accountability?**

---

**Trade-offs:**

---

**Steps to Accomplish:**

<hr/>	<b>Due Date:</b>	<hr/>
<hr/>	<b>Due Date:</b>	<hr/>
<hr/>	<b>Due Date:</b>	<hr/>
<hr/>	<b>Due Date:</b>	<hr/>
<hr/>	<b>Due Date:</b>	<hr/>

**My Signature:**

---

**Intended Completion Date:**

---

**My Purpose Partner's Signature:**

---

**FIELDWORK:** Seek your Purpose Partner's commitment and signature.

# Selected Readings

## PURPOSE

---

*The Power of Purpose - 3rd Edition*

By Richard J. Leider  
(Berrett-Koehler, 2015)

*Man's Search for Meaning*

By Viktor Frankl  
(Beacon Press, 2006)

## CHANGE

---

*Transitions*

By William Bridges  
(Addison-Wesley, 1980)

*The Digital Matrix*

By Venkat Venkatraman  
(Life Tree Media, 2017)

## MOTIVATION

---

*Work Reimagined*

By Richard J. Leider & David Shapiro  
(Berrett-Koehler, 2015)

*Repacking Your Bags*

By Richard J. Leider & David Shapiro  
(Berrett-Koehler, 2012)

## GOALS

---

*Drive*

By Daniel Pink  
(Riverhead Books, 2009)

*Discover Your True North:  
Becoming an Authentic Leader*

By Bill George  
(Wiley, 2015)

## SELECTED WEBSITES, APPS, AND OTHER RESOURCES:

---

---

---

---

---

---

---