

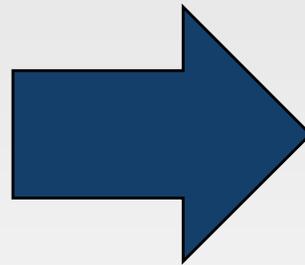
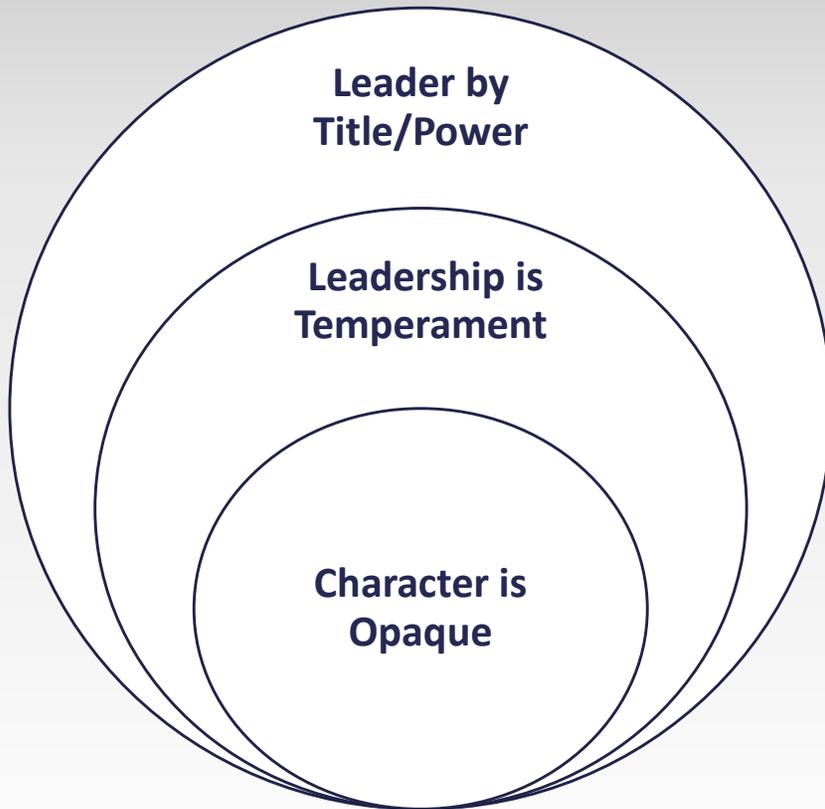
**The WHO, WHAT, HOW, and WHY of Authentic
Leadership**

WHO can be an Authentic Leader? Using the Authenticity Curve, authentic leadership is accessible to everyone who desires to achieve it, regardless of where you're at in your personal development.

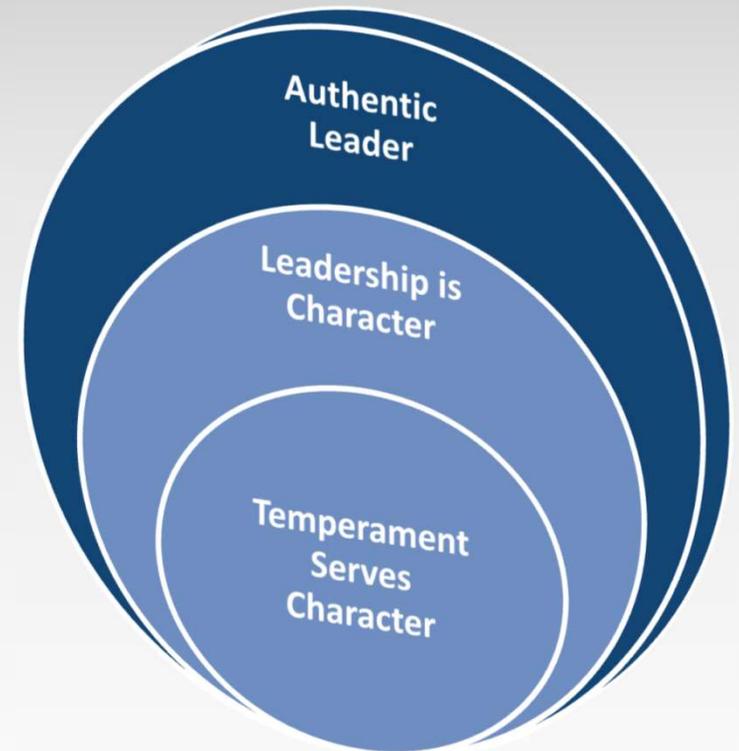


WHAT have Authentic Leaders learned? Your temperament comes from nature and is part of your biology. Your default is to lead with it, instead of your character. Learn how to change it to achieve Authentic Leadership.

How most lead



How Authentic Leaders Lead



HOW do you become an Authentic Leader? You use an Authentic Leadership Loop to build connection, authentic leadership, and a committed community.

Your Best Self

DARREN'S CHARACTER

How do you know you are headed in the right direction?
Your WHY (or being or purpose (how you specifically help others)
 Show others how to capture who they are and most importantly, capitalize on it. **GREATER PURPOSE:** Build business leadership, at the service of mankind, and save the world. Significant goal is to build leaders at scale...
Your MISSION to do or substance – what you do, how you do it, the result and who you do it for:
 Show leaders how to build community & authentic leadership to achieve their goals using an Authentic Leadership Loop & strategy.

How do you know you are making the best decision to help you go in the right direction?
PRINCIPLES – truths that do not change. When you make decisions, you must help, not hinder, your principles.
 Respect for the Person, Doing what's in the Common Good, Subsidiarity – defining a team member's scope of responsibility and giving them the freedom to succeed, Solidarity – caring about team members lowest on the ladder and the ripple effect of decisions on all stakeholders

How do you know you are executing principled decisions the best you can?
VALUES – what you believe is important. Your values influence how you execute your decisions.
 Health, Personal Development, Industriousness, Use More Humor, Simplicity/Probability/Leverage, Truth

How are you strengthening your character and elevating your temperament?
VIRTUES – habits that you practice to build character, and in turn increase your authority as a leader.
 Faith, Hope, Charity, Prudence, Courage, Self-Mastery, Justice, Magnanimity, & Humility

What do you do with Excellence? How do you use it to serve your purpose & mission?
 1 OR 2 things responsible for the majority of your success. It's your intellectual property (IP). EVERY person and organization has IP.
 Darren's especially gifted at attracting and leading a group to boldly go where no one has gone before and accomplish a goal previously out of reach. Helping others capture what the objective is (the crazier and bigger the impact, the better), changing the way people get work done and achieving the objective with urgency (every thought, action, and interaction is done with excellence all day, every day), regardless of the context.

HOW DARREN CONNECTS WITH OTHERS

<p>GROUND RULES – how you manage your own behavior and your interactions with others. What do others need to know to successfully work with you?</p> <p>Be WHO you are and do what you say, Manners, Work with others with joy, love, and understanding, Measure the promotion of an idea, Take stepped approach to communication and execution instead of jumping too far ahead, Less is more, Simple is beautiful, Not perfection, just additional success</p> <p>TEAM STRUCTURE PREFERENCES – i.e. fluid or formal organizational structure? Fluid, to form others, based on leadership style, skills, knowledge & talents needed for the team to be successful</p>	<p>COMMUNICATION PREFERENCES – what are your primary, secondary and tertiary means of communication? Primarily face to face, secondarily by telephone and email, text as a last resort</p> <p>One-on-one communication at least once/month for at least 30 minutes with my most important relationships</p> <p>Mealtime and social time</p> <p>FAMILY HISTORY, TRADITIONS/CUSTOMS/RITUALS Family time is protected and our church life is the foundation of our family Start relationships by hosting other families at our home, then sustain and grow relationships Family road trips, cooking dinner together, practicing virtue, reflection</p>
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Learn to close your Authenticity Gap

Authentic Feedback

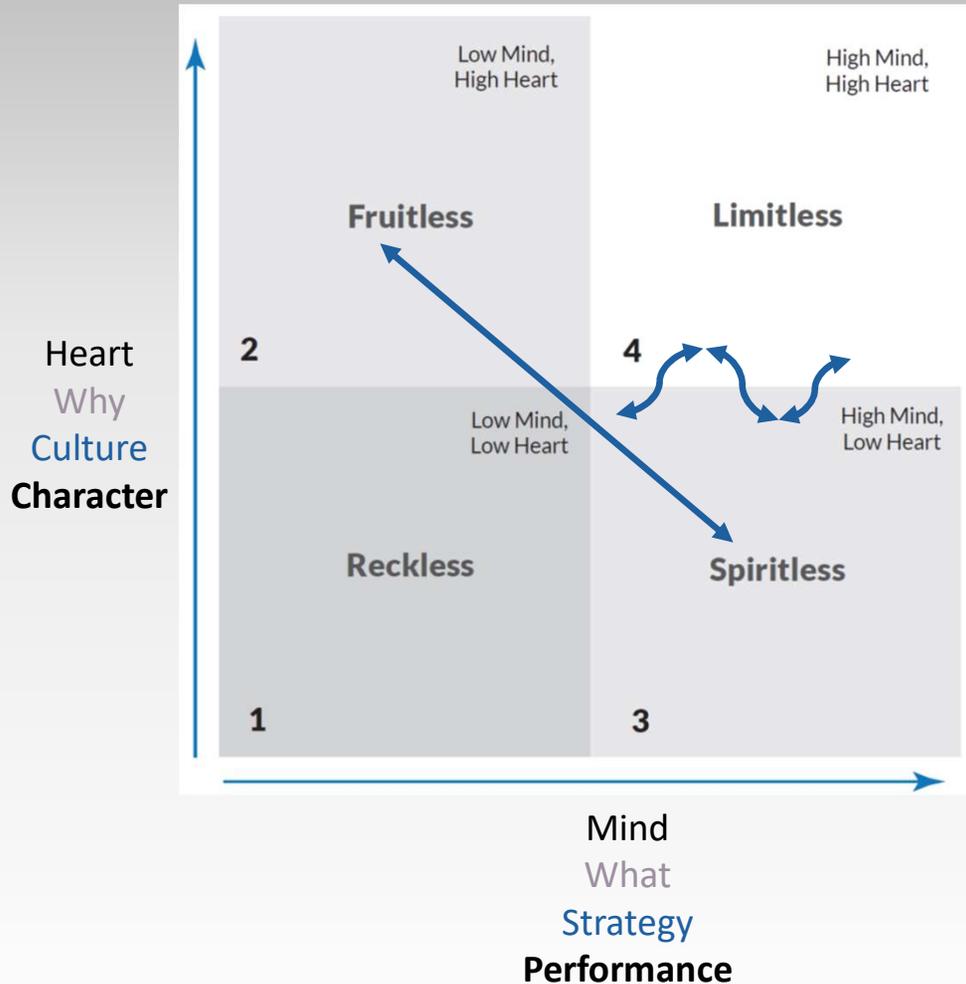
JOHN
DOE

Authentic Leadership Loop Interview Results

AUGUST 2020



Authentic Leadership 2 x 2



Inconsistency is what costs you the most. Inconsistency in character, culture, performance, strategy, financial gain & success. It's living in Quadrant 3.

What does this look like? Here are the two scenarios:

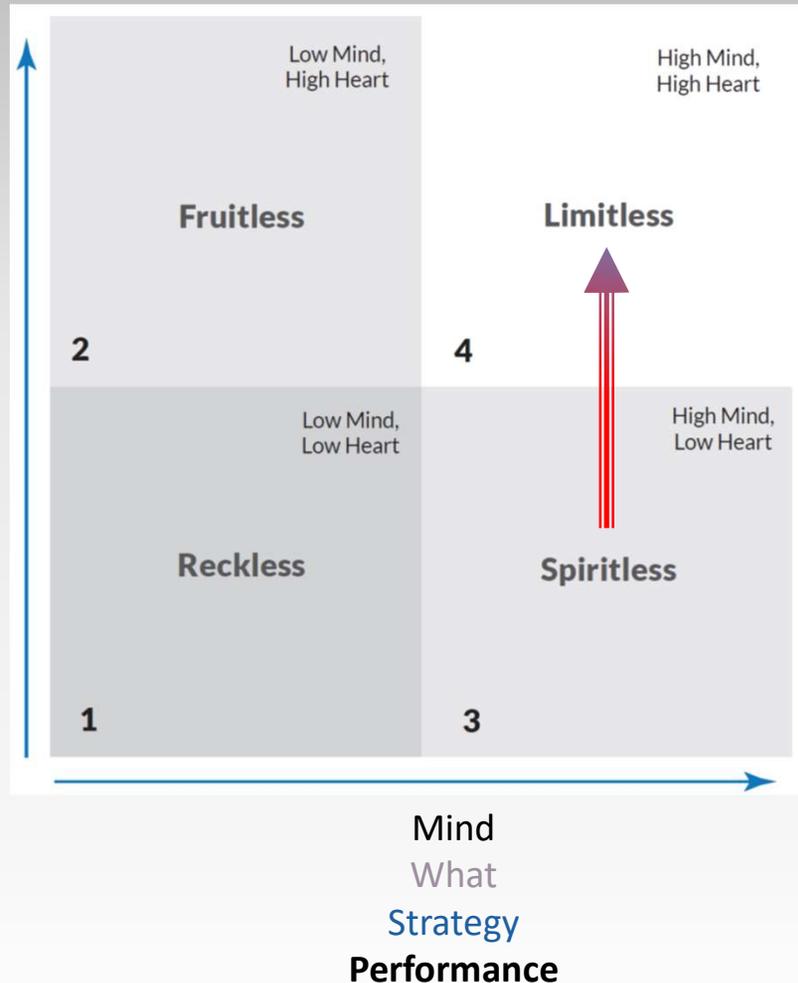
1. Some organizations experience an event like losing key team members in a short period of time and what do they do? Rally the troops with team-building techniques and flip into Quadrant 2.

The problem is, people don't want techniques. They want authentic leaders. They tire of techniques and flop back to Quadrant 3.

2. Some companies oscillate between Quadrant 3 & 4 because they don't have language, process and accountability to stay in Quadrant 4.

Also, their only measure of success is profit. Being a great employer, customer, supplier, and community member with great spirit aren't measured. Those that do, do little more than pay tribute to progressive causes through marketing and posturing – 'woke capitalism'. How's that working?

Authentic Leadership 2 x 2



Are you brave enough to become an Authentic Leader who leaves a legacy?

How would it feel to be admired by your employees, customers, and community?

How would it feel to relieve the pressure of being a CEO and truly empower your organization?

We have a process that can get you there and it is not mysterious or difficult.

OK, maybe a slight exaggeration... at first, you'll be a little uncomfortable because we'll unearth the issues that are keeping you from these goals.

It simply involves engaging your employees, customers and family in the process of creating a committed community to your success.

We've found that after a short investment of time our CEO's feel energized and can't believe they didn't think of doing this before.

Cima Strategic Services

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