

ANDY STANLEY

Leadership Author & Communicator



"THE BRAVE ONES"

A theme with a **TWIST...**

4 LEADERSHIP MYTHS:

Bold Leadership is:

- 1 Reserved For **BOLD PEOPLE**
- 2 Reserved For **FEAR-LESS PEOPLE**
- 3 Requires Specific **GIFTS** or **TALENTS**
- 4 For the ultra **SMART** or **RESOURCED**

BOLD LEADERSHIP:

"Middle School Girl in Pursuit of an iPhone"



DEF: CLARITY AROUND AND **UNREASONABLE COMMITMENT TO WHAT SHOULD BE**



BALTIMORE MOM



HOWARD SCHULTZ



LARRY MARTINEK

WE ALL HAVE POTENTIAL...

"WOW!"
not "HOW?"

HOW DO WE GET **Clarity**
— around —
WHAT SHOULD BE?

HEART QUESTION:
What Breaks
your heart?



World Vision



TOMS

Movements
Begin w/
Broken-
Hearted
Leaders



Habitat for
Humanity

BOLD LEADERS
REFUSE TO BE
COWED BY
HOW?

HEAD QUESTION:

What is impossible,
but would fundamentally
change my business?



EXAMPLE: APPLE... make
computers easy to use!

What Breaks Your Heart?

What do you want
People to line up
and thank you for?



Nehemiah

I am doing a
GREAT WORK
and I **CANNOT**
COME DOWN!

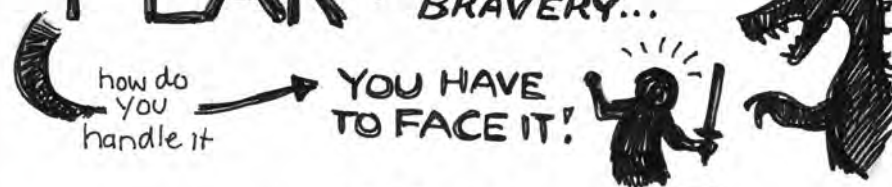
RORKE DENVER

Navy SEAL Commander & Author



"BRAVERY UNDER FIRE"

FEAR: counter point to BRAVERY...



**1 LIMIT YOUR
FIELD OF VIEW**
— and you'll —

SEE MORE

**2 MAKE BOLD
CORRECTIONS**

**3 BRAVERY IS A
TEAM SPORT**



**4 CHOOSE YOUR
RUCK CAREFULLY**



I worked on a
ranch in college:

cowboy
"Junior"

I SAW THE
HARMONIC
GAIT



rhythm that
God intended

IT'S WORTH FINDING THIS RHYTHM

→ FIND YOUR HARMONIC GAIT ←



PAIN: an AGENT of FEAR

PAIN avoidance
is a MISTAKE!



WATER
BROKE



LEAN INTO PAIN!

PAIN IS A
GROWTH
OPPORTUNITY

ADVANCE
on FEAR...

FIND THAT
LEVEL of
BRAVERY





LEADERSHIP Conversation



Bill McDermott & Rorke Denver



Malala Yousafzai

Nobel Laureate; Founder, The Malala Fund

Interview w/ Henry Cloud

"**COURAGEOUS at ALL COSTS**"

Passionate about Education...why?

Shift from
happy life to
TERRORISM

my DAD gave
me **FREEDOM**



PASSION For **EDUCATION**
+ **WOMENS RIGHTS**

Began at a
Young age

ITS OUR DUTY to SPEAK OUT

Other
Influences?

OTHER
LEADERS...

MY MOTHER

my
CIRCUMSTANCES

Why some
don't speak
out?

THEY'RE
WAITING FOR
SOMEONE ELSE

**ITS OUR
DUTY!**

were you
AFRAID?

**EVERY
DAY...**

BUT I COULDN'T
LOSE COURAGE...

LOSE HOPE

How do you
keep Hope
for what could
be ALIVE?

There are Villains...

**BELIEF IN
HEROES...**

HAPPY ENDINGS



OTHERS

**COMMUNITY
CIRCUMSTANCES**

Where does
Courage
Come From?

Who Are
Brave Ones?

**SPEAKING OUT
FOR JUSTICE**

There are lots of us...

A HUMAN
TRAIT

**BRAVERY HAS
NO LIMITS**

**BRAVERY is
a DUTY...**

How do
leaders
use their
platform?

**BUSINESS PEOPLE
CONTRIBUTE**



This world is our
HOME...
we live here together

What
Else?

**FOCUS is
FINE... but
we need
ACTION!**

• **STAND UP**

• **SPEAK OUT**

• **CONTRIBUTE**

PEYTON MANNING

Super Bowl-winning Quarterback & 5-time NFL MVP

"BOLDNESS in the MIDST of UNCERTAINTY"

BE A **GAME CHANGER**

INITIATE

HAVE **FIERCE CONVERSATION**

COURAGE CLARITY?

DECISION-MAKING IS CURRENCY OF LEADERSHIP

GET ADVICE FROM **STRAIGHT SHOOTERS**

Handling Ambiguity is key

When you're in the

- 1 TUNNEL, must handle your emotions

Some leaders are just a position

DIFFERENCE BETWEEN **SIGHT vs. VISION**

calling an audible...

GAME CHANGING LEADERSHIP

LIFE IS NOT A STRAIGHT LINE

There are **Game changing MOMENTS** ✓

TAKE ACTION
MAKE a DIFFERENCE!

7 **GAME-CHANGERS**

LEARN TO

1 THRIVE WHILE UNCOMFORTABLE
• make adjustments...

2 DEVOTE YOURSELF TO INTENSE DEDICATION

3 INVEST IN A COACH
• be willing to be coached & mentored

4 INSTILL TRUST IN OTHERS

5 BRAVELY ADJUST to REALITY

6 BECOME A MASTER OBSERVER

7 IT TAKES RELATIONSHIPS

IS it time to draw a new baseline?

LEADERSHIP Conversation

Peyton Manning & Bill Rancie

Dealing w/
Criticism?

**DON'T BE AFRAID
TO WORK ON YOUR
WEAKNESSES**



MINI BOARD
OF DIRECTORS

best
Advice?

**MUST EARN
RESPECT OF
TEAM TO
LEAD**

- Be Quiet
- Be Humble
- Work
- Don't Talk



**The
KEY IS
TO
GET UP!**



Hardest Hit?



Ray Lewis

The SNL
SKIT?

**YOU GOTTA
HIT THESE
KIDS IN THE
FACE!**



Parenting
Advice?

You're an
Entrepreneur...

**I'm trying to
learn business...**



Pizza biz is
good in Colorado

**DON'T
PUSH
KIDS...**



**SUPPORT
THEM**



Bad
Advice?

**IVE HAD
GREAT
COACHES..**

Why do you
Want to give
back?

IVE BEEN BLESSED
Give back... listen

YOU GOTTA

FINISH!

SETH GODIN



Innovative Thinker & Best-Selling Author

"BE BOLD, BE DIFFERENT, GET NOTICED"

What is bravery
and has it changed?

WE WANT **OTHERS**
TO BE BRAVE...

We walk around
with a bowl full
of Frogs...

**BRAVERY IS FOR
US!**

we should let
the Frogs **OUT**
of the bowl...

PERFECT...
(industrial system)

ART!

ARE WE
GOING TO DO
SOMETHING
NEW!
BE FIRST!



IT'S ALWAYS
TOO SOON...

CHANGE requires
TENSION...

① TENSION



LEADERSHIP REQUIRES

② OBSESSION

• make something
Remarkable



③ CONNECTION

- Connect to people
around you
- Don't race to the
bottom...
- Be a
bridge...
- Leverage the
connection economy



④ DIRECTION

• Example: "No Kill Shelter"



Humanity is the
essence of the
**CONNECTION
ECONOMY**

"WABISABI"

⑤ Compassion

Treat everyone
as if they were
the **LAST** one



**EMOTIONAL
LABOR =
BRAVERY**

IT'S THE RAIN
THAT **MATTERS**
(He has an umbrella)

**DO WORK
that
MATTERS**

Singing
in the
RAIN!



**BE BRAVE
GET OFF
the PLANE**



ED CATMULL

President of Pixar & Disney Animation Studios

"CREATIVITY + BRAVERY = INNOVATION"

How to add more
creativity?

How do we solve
Problems we
CAN'T SEE?

CREATIVITY:

"PROCESS
BY WHICH WE
SOLVE
PROBLEMS"

AFTER TOY STORY 2:
LESSONS
LEARNED

Bad teams will
screw up GOOD
IDEAS...

FOCUS ON
PEOPLE
DEVELOP-
MENT OVER
IDEAS

BRAIN TRUST

- Peer to Peer
- Remove Power Structure
- Shared Ownership
- Give and listen to honest notes

LOSS OF EGO

RETHINK FAILURE

- Professional
- Personal

"ZERO"
is the wrong
Perspective.

A NECESSARY CONSEQUENCE
OF TRYING SOMETHING NEW

MAKE IT SAFE FOR FAILURE

FRAGILITY of NEW IDEAS

- See potential of new ideas
- Ideas change
- Example: the movie UP

When Disney
acquired Pixar
we had huge
opportunity...

NEW STEPS

- FORM a BRAIN TRUST
- NURTURE CREATIVE FRONT END
- DEAL w/ RISK AVERSION

TO BE
SUCCESSFUL,
YOU HAVE
TO TAKE THE
1ST STEP.
DO THE
RIGHT THING

WE BLEND the
RISK

commercial
success

& creative
risk

YOU CAN'T
PREVENT
all PROBLEMS

YOU CAN
FIX SOME
PROBLEMS

REMOVE BLOCKS
TO ALLOW
CREATIVITY to FLY

MISTAKES &
FEAR ARE
PART OF THE
EQUATION

LEADERSHIP Conversation

Ed Catmull & Seth Godin



www.TheSketchEffect.com ~ @thesketheffect

AJA BROWN

Mayor, City of Compton

"POSITIVE CHANGE REQUIRES ETREME BOLDNESS"



BRAVERY

is born in each
OF US...



IF NOT
ME,
THEN
WHO?

I TACKLED
a HUGE
ISSUE...

GANG VIOLENCE



CAN WE
HAVE
PEACE?

I GOT PEOPLE TOGETHER...
BUT THE PEOPLE MADE IT HAPPEN



PEACE IS
POWERFUL



crime and violence
has plummeted

BRING PEOPLE TOGETHER



SHACKLES!

BRAVE LEADERS
DIMINISH THE
FEAR OF
FAILURE



STEP FORWARD &
DO WHAT YOU WERE
MEANT TO DO...



NO OPTION
BUT TO
**MOVE
FORWARD**

Remove the
FEAR OF
PUBLIC
OPINION



... NO
STATUS
QUO



ELEVATE
your
VISION



BE A BRAVE
LEADER

What Purpose
Propels you?



RUDY GIULIANI

107th Mayor of New York City (1993-2001)

"BRAVE LEADERSHIP"



WE LEARN
LEADERSHIP



LEADERS
ARE MADE
NOT BORN.

I thought I knew
everything...



crime unemployment deficit etc.

Toward the end of
my term, 9/11 happened

chaos,
magnitude of
destruction



everything!
changed

Something I'd
Never Faced...

I LEARNED 6 LEADERSHIP
LESSON

Leaders have

1 Strong Beliefs

- Strong Ideas
- In Politics + Business



2 Be an Optimist

- People follow problem solvers
- Think of solutions to problems



3 HAVE BRAVERY

- Doesn't mean you aren't afraid
- Everyone is Afraid...
- PUT FEAR IN THE RIGHT PLACE
↳ Let it motivate you!



4 Relentless Preparation

- Run through all the possibilities
- Prepare... prepare... prepare...

We didn't have
a plan for 9/11

had to
adapt
other
plans...

5 TEAMWORK

ITS NOT ABOUT YOU

- Welfare Reform
- Belief in humanity
- Help people up!

Empower people



Gave me
confidence

Love my
Brother!

6 COMMUNICATE

- let people know your aim
+ motives

FIND YOUR PLACE,
contribute. **Lift Others Up!**

LEADERSHIP Conversation

Rudy Giuliani: & Aja Brown



CHOOSE the RIGHT People!