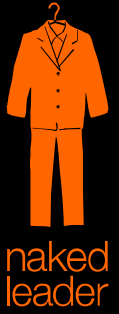


# What it means to be a Truly Authentic, “Naked” Leader



## 1 – From the leader’s perspective – “I...

- 1 **Set Outcomes** that are clear, concise and compelling.
- 2 **Get the very best** from the people that I lead – unlocking the strengths, ideas and passions that they already have.
- 3 **Know that Money** is very important – where it all gets real.
- 4 **Tell the Truth** – with no mystery, jargon or hype.
- 5 **Build Trust** – I always keep my word, and treat everyone with respect.
- 6 **Am Transparent** – It is clear what I stand for and believe in. Value my strengths and be gentle with my weaknesses. I am open about my mistakes and humble about my achievements. By doing 4, 5 and 6 I lead a team, an organisation or a country that is a Force for Good #force4good.
- 7 **Pass The Acid Test of Leadership** – if I was stripped of my position, power and traits of office, I would still get the very best from people. I know that leadership is not about me – it is about the impact I make on others.

## 2 – From the “follower’s” or observer’s perspective – “I see that you...

- 1 **Set Outcomes** that are clear, concise and compelling.
- 2 **Get the very best** from me/your people – you unlock the strengths, ideas and passions that I/they already have.
- 3 **Treat money** as being very important – where it all gets real.
- 4 **Tell the Truth** – with no mystery, jargon or hype.
- 5 **Build Trust** – You always keep your word, and treat me and others with respect.
- 6 **Are Transparent** – It is clear what you stand for and believe in. I and others value your strengths and are gentle with your weaknesses. You are open about the mistakes you make, and I/we acknowledge and celebrate your successes. By doing 4, 5 and 6 you lead a team, an organisation or a country that is a Force for Good #force4good.
- 7 **Pass The Acid Test of Leadership** – if you were stripped of your position, power and traits of office, you would still get the very best from me and from the people that you lead.