MODULE 3 OF 8

THE STANDARDS YOU SET, EVERYONE FOLLOWS.

The most important leadership lesson from Module 3.

> Leadership isn't about title.
> It's about the standard you live by.

The insight that changed how I think about leadership.



DENIZ CALISKAN

STANDARDS & JUDGEMENT

THE STANDARD SHOWS UP IN HOW YOU DECIDE.

Leadership isn't about title.

It's about the standard you live by — and nobody reads that standard more closely than the people watching you make the call.

DENIZ CALISKAN

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WHERE IT STARTS

YOUR GUT IS A BRILLIANT DECISION-MAKER. UNTIL IT ISN'T.

Years of pattern recognition are an asset — right up to the moment the pattern changes.

DENIZ CALISKAN

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THE BIAS YOU CAN'T FEEL

WE BACK WHAT WE'D ALREADY HALF-CHOSEN.

We over-trust the recent. We see the pattern we expect.

It doesn't feel like bias. It feels like **knowing**.

DENIZ CALISKAN

WHAT ACTUALLY HELPS

NOT MORE CERTAINTY. SOMEONE WHO'LL TELL YOU YOU'RE WRONG.

The most useful thing around a big decision is a person who will challenge it — before it gets expensive.

DENIZ CALISKAN

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MODULE 3 · THE TAKEAWAY

KNOW WHAT YOUR INSTINCT IS TRAINED FOR.

In the genuinely new —
slow down.