MODULE 4 OF 8

YOUR VALUES. YOUR DECISIONS.

The most important leadership lesson from Module 4.

> Leadership isn't about what you say.
> It's about what you stand for.

The insight that changed how I think about leadership.



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VALUES & POWER

WHAT YOU STAND FOR IS WHAT PEOPLE FOLLOW.

Leadership isn't about what you say.

It's about what you stand for — and people read that from your decisions, not your statements.

WHAT I KEEP NOTICING

THE LEADERS I RESPECT MOST RARELY USE THEIR POWER.

They don't need to. The room already knows where they stand.

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THE DISTINCTION THAT MATTERS

TWO KINDS OF POWER.

POSITIONAL

Your title. Handed to you on day one.

PERSONAL

Whether people would follow you with no title at all.

THE LESSON THAT TOOK YEARS

YOU'VE RUN OUT OF THE OTHER KIND.

The moment you rely on “because I said so”, you've told everyone exactly that.

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MODULE 4 · THE TAKEAWAY

AUTHORITY IS GRANTED IN AN AFTERNOON.

Influence is earned over years — and it's the only power that lasts.