

CAN ANYONE BE A LEADER?

THE GOOD NEWS:
YOU'RE NOT BORN A LEADER
—IT'S MORE THAN CHARISMA & EGO.

HERE'S THE TRUTH:

LEADERSHIP STARTS
WITH THE HEART AND
COURAGE TO BE YOU.

STANDING STILL
WON'T GET YOU
ANYWHERE.

PERSONAL LEADERSHIP IS HOW
THE WORLD EXPERIENCES YOU.

WANT TO CHANGE THE WORLD?
START WITH YOU.

TITLE OR NOT, WE'RE ALL LEADERS
IN OUR OWN LIVES.

BE INTENTIONAL.

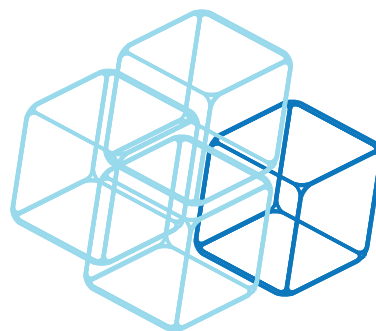
LEAP.
BREAK THE FRAME.

MAKE A CHOICE
TAKE A STAND
FOR WHAT MATTERS.

LEADERSHIP IS PERSONAL
—BUT IT'S ABOUT MORE THAN YOU.

MAKE A DIFFERENCE
TO OTHER PEOPLE AND
NOT JUST THE BOTTOM LINE.

TAKE
RISKS
THAT STRETCH
YOU.



break
the
frame