

INVESTING IN AUTHENTIC LEADERSHIP WITH INTEGRITY.

Integrity isn't a tactic. It's your competitive advantage.

Learn how to lead with character, build lasting trust,
and create a culture that performs
— even when no one is watching.



LEAD WITH
INTEGRITY



EARN TRUST
EVERY DAY



INSPIRE TEAMS
TO FOLLOW



BUILD A LEGACY
THAT LASTS

[READ THE ARTICLE >](#)



“

LEADERSHIP
BUILT ON
INTEGRITY
CREATES TRUST.

TRUST BUILDS
PERFORMANCE.

PERFORMANCE
BUILDS LEGACY.

**CONTROL
THE NARRATIVE™**
ROOM | QUESTION | RECORD

• Introduction

- What does “Authentic Leadership” really mean?
- Learning how to properly communicate and lead a team of every size.
- Examples from my media career of successful & failed leadership.
- Leading with & without Integrity.

• Integrity as a Competitive Advantage

- What’s the big deal anyway about integrity? Is it overrated?
- How integrity positively influences an organization’s reputation.
- How your team & other people view you with & without integrity.
- Let's study some examples of authentic leadership with integrity.
- Want the top talent in your industry? They must see your integrity.

• Ethical Decision-Making

- Is it possible to make an ethical decision that will satisfy everyone?
- Should you be completely honest in revealing your ethical choices?
- What is the connection between Integrity & sustainable business practices?

INVESTING IN AUTHENTIC LEADERSHIP WITH INTEGRITY.

Integrity isn't a tactic. It's your competitive advantage.

Learn how to lead with character, build lasting trust,
and create a culture that performs
— even when no one is watching.



LEAD WITH
INTEGRITY



EARN TRUST
EVERY DAY



INSPIRE TEAMS
TO FOLLOW



BUILD A LEGACY
THAT LASTS

[READ THE ARTICLE >](#)



“
LEADERSHIP
BUILT ON
INTEGRITY
CREATES TRUST.
—
TRUST BUILDS
PERFORMANCE.
—
PERFORMANCE
BUILDS LEGACY.”

**CONTROL
THE NARRATIVE™**
ROOM | QUESTION | RECORD

• Transparency & Trust

- From both a C-Level and Team level, what is transparency?
- Should you be completely transparent at all times? Why & why not?
- Are there actual dangers to you and your company in being transparent?
- How do you create a transparent organizational culture?
- What is “trust” from a C-Level and Team Level? Is it completely necessary?

• Integrity & Social Media

- What would we find right now if we looked at your social media?
- Should you judge someone's Integrity on their social media?
- Creating irreparable harm to your corporate Integrity thru social media.
- The inherent traps of social media & how to avoid them.

• Leading by example

- Embodying the values you preach & seeing thru the veneer.
- How do we demonstrate our Integrity on a daily basis? Work & Personal?
- Is it possible to be 2 people, one with Integrity and one without?
- Let's talk about those who have prioritized leadership & authenticity.

• Summation and Q&A.