

# **“Communications ROI: Investing in Authentic Leadership with Integrity”**

## **• 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.
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## **• 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 better 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?

## **• 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.**