

# DARING GREATLY

# LEADERSHIP MANIFESTO

leader /'lidər/ n: Anyone who holds her- or himself accountable for finding potential in people and processes.

WE WANT TO SHOW UP, WE WANT TO LEARN AND  
**WE WANT TO INSPIRE.**

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WE ARE HARDWIRED FOR CONNECTION, CURIOSITY, AND ENGAGEMENT.

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WE CRAVE PURPOSE, AND WE HAVE A DEEP DESIRE TO CREATE AND CONTRIBUTE.

**WE WANT TO TAKE RISKS,  
EMBRACE OUR VULNERABILITIES, AND BE COURAGEOUS.**

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WHEN LEARNING AND WORKING ARE DEHUMANIZED –  
WHEN YOU NO LONGER SEE US AND NO LONGER ENCOURAGE  
OUR DARING, OR WHEN YOU ONLY SEE WHAT WE PRODUCE OR  
HOW WE PERFORM – WE DISENGAGE AND TURN AWAY FROM  
THE VERY THINGS THAT THE WORLD NEEDS FROM US:  
**OUR TALENT, OUR IDEAS, AND OUR PASSION.**

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WHAT WE ASK IS THAT YOU  
ENGAGE WITH US, SHOW UP  
BESIDE US, AND LEARN FROM US.

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FEEDBACK IS A FUNCTION OF RESPECT;  
WHEN YOU DON'T HAVE HONEST CONVERSATIONS WITH US  
ABOUT OUR STRENGTHS AND OUR OPPORTUNITIES FOR GROWTH,  
WE QUESTION OUR CONTRIBUTIONS AND YOUR COMMITMENT.

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ABOVE ALL ELSE, WE ASK THAT YOU SHOW UP,  
LET YOURSELF BE SEEN, AND BE COURAGEOUS.  
**DARE GREATLY WITH US.**