

BUILDING THE LEADER YOUR BUSINESS NEEDS

YOUR NEXT STEP STARTS WITH YOU

You have worked through the steps of building a business. You have looked at the name, the structure, the money, the tools and the people who can help you grow. Now consider the person making those decisions every day: you. Your business will ask you to move, speak, think and trust. Some of those actions will come easily. Others will stretch you. That stretch gives you something practical to work on.

FOUR TRAITS YOU CAN PRACTICE

The W.A.D.E. leadership framework gives us four ways to put leadership into action: Willful, Assertive, Discerning and Empowering. In this framework, we carry all four. We express them differently in different situations and seasons. You may speak clearly at work and hesitate at home. You may encourage everyone around you while postponing your own next step. Start by noticing what the moment asks of you.

WILLFUL: GIVE YOUR DIRECTION A NEXT STEP

Willful is the part of your leadership that holds a direction and gets moving. It helps you follow through when the first excitement wears off. Practice it by naming one goal that matters and taking a small, visible step toward it. When determination starts closing your ears to useful feedback, invite someone to challenge your plan.

ASSERTIVE: SAY WHAT NEEDS TO BE SAID

Assertive helps you make a clear request, set a respectful boundary and take responsibility for a decision. Practice it in one conversation you have been putting off. Say what you need, explain the expectation and make room for the other person to respond. Clear leadership leaves room for respect.

UNDERSTANDING WHAT SHOWS UP LEAST

DISCERNING: MAKE ROOM FOR WISDOM

Discerning helps you pause, examine what you know and consider the consequences. Before an important decision, write down the evidence, an alternative and one unanswered question. Then decide what information is enough to take the next step. Reflection becomes useful when it helps you act with greater care.

EMPOWERING: HELP SOMEONE ELSE OWN THE WORK

Empowering helps you develop people and share meaningful responsibility. Choose a task someone else can own. Agree on the result, the support available and a check-in time. Give them room to do the work. Your follow-through is helping them learn while keeping the responsibility clear.

READING YOUR ASSESSMENT

Your responses offer a snapshot of what you recognized in yourself when you answered. A higher signal means a trait appeared more often in that response set. A lower signal points to something worth exploring. It does not establish your worth, your potential or the reason you answered that way. A close result or a tie deserves a conversation, not an artificial label.

YOUR LEAST-EXPRESSED TRAIT IS STILL YOURS

If Empowering shows up least, explore where you could share ownership. If Assertive shows up least, consider a conversation you are avoiding. You still have access to that trait. You may need practice, support, an opportunity or a different situation to express it. Ask yourself: Where would using this trait help me serve the people and responsibilities in front of me?

USE YOUR STRENGTH WITH AWARENESS

A frequently expressed trait can be helpful. Look at the behavior and its effect before deciding whether you are overusing it. Moving quickly may be useful today; tomorrow the same situation may call for a pause. A score alone cannot tell us that your strength has become a problem.

TAKING THE UNCOMFORTABLE ROAD

CHOOSE A STRETCH YOU CAN ACT ON

Growth often asks you to practice the response you would usually avoid. Keep that practice small enough to complete and meaningful enough to learn from. A constructive stretch respects your safety and other people's boundaries. You choose the action and the support you need.

A BUSINESS EXAMPLE

Imagine you run a cleaning company. You know how you want the work done, so you keep taking tasks back when someone does them differently. This week, choose one responsibility a team member can own. Explain what a good result looks like, ask what support they need and agree on a check-in. Record what happened before deciding what to change. You are practicing Empowering while still using Willful direction, Assertive expectations and Discerning review.

YOUR SEVEN-DAY PRACTICE

1. Name the situation. Write down one real moment you want to handle differently.
2. Choose the trait. Use your assessment as a starting point, then consider what the situation requires.
3. Make the action specific. Decide what you will do, when you will do it and what support you need.
4. Take the step. Record what you actually did and what happened.
5. Review the week. Notice what helped, what felt uncomfortable and what you will try next.

KEEP A SIMPLE RECORD

My situation: _____

The trait I will practice: _____

My next action and date: _____

What I did and observed: _____

My next adjustment: _____

GROWING TOGETHER

BRING THE PRACTICE INTO YOUR GROUP

A group can help you follow through. Begin by giving each person room to name a situation and choose a practice. People decide what they want to share. A partner can ask a useful question, listen and agree on a check-in. Keep the conversation close to what happened and what the person wants to try next.

A SIMPLE MEETING RHYTHM

Open with the action each person intended to take. Invite them to describe what they actually did and what they observed. Ask which trait helped and which one the situation called for next. Finish with a specific commitment and a check-in date. Celebrate honest effort, follow-through and useful learning.

GIVE EVERYONE ROOM TO DEVELOP

Rotate responsibilities in the group. One week you may guide the conversation; another week you may listen, ask questions or support someone else's action. Avoid assigning a permanent role from a score. Each person should have opportunities to practice all four traits. The group grows when people can stretch without being reduced to a label.

BRING IT INTO THE LIFE YOU ARE BUILDING

Choose a practice that serves your responsibilities. It may help you think more freely, have a needed family conversation, build a steadier financial habit or guide someone coming behind you. These are places to put the movement's Freedom, Family, Finances and Fatherhood values into action. Fatherhood includes being a guiding and responsible presence in your community.

YOUR JOURNEY FORWARD

Before you turn the page, write down your next move. Who needs to hear from you? What decision needs your attention? Where can you give someone else room to grow? Your answer becomes useful when you put it into practice. Wishing Ain't Doing Enough. Take the step, learn from it and keep going.