

# BEST VERSION OF YOU

## MODULE #7

## LEAD WITH SUBSTANCE

“Leadership is a privilege to better the lives of others. It is not an opportunity to satisfy personal greed.”

**Mwai Kibaki**  
(Kenyan politician)

In this Module, we're going to learn the **4 key leadership shifts** I applied that helped me become an effective leader for my family, my team and my business.

Together, we're going to:

- ▶ **Discover** why leading with substance is the foundation for success
- ▶ **Identify** the power of hope and leadership language
- ▶ **Learn** how personal development is a leadership MUST.



Hey team, Shane here.

During my many decades on this planet, I have held several leadership positions, including ones in the business and corporate world, the military, and in sporting and non profit organisations.

What I've learned is that leadership is one of the greatest privileges that can be bestowed upon you.

Contrary to popular belief, leadership is not about doing less work and having lots of "followers" doing your bidding. When you lead, it's not about force, intimidation or submission.

It's about inspiration. Collaboration. Encouragement. Growth. Trust. Faith.

Leadership is about *service*.

We all have a deep human needs to feel important and have a sense of purpose. When you lead others, you touch those deep feelings and emotions. You inspire them to reach higher. You encourage them to experience and accomplish things they've never done before.

Put simply, you give them hope. When you lead, your primary role is to be a **builder of hope**.

Without hope for the future, a person lacks the power to take positive action in the present.

It is my hope this Module inspires you to take massive, positive action towards your future.

Here's to unleashing your full potential.

**Shane Kempton**

Coach – Speaker – Mentor

Founder of the Best Version of You Bootcamp

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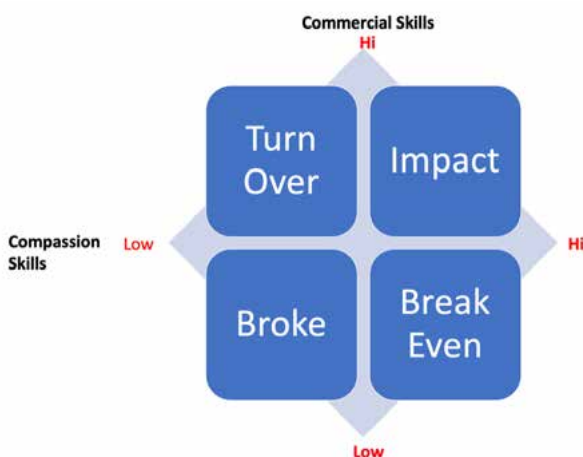
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## MODULE 6 CHECK IN:

Before we dive into leadership Module, let's review the week just gone.



## IMPACT THROUGH COMPASSION



Last Module, we spoke about how compassion can amplify your success. We discussed the 7 leadership traits of compassionate leader. They are:

- 1. Learning** – Compassionate leaders are always learning from others.  
*What learning did you do this week to start behaving like a compassionate leader?*
- 2. Removing Barriers** – Compassionate leaders immerse themselves in the daily grind with their team.  
*How did you help your team or colleagues move through challenges this week?*
- 3. Impact** – Compassionate leaders live to help others.  
*What's one big impact would you made on your team, business or the world this week?*
- 4. Standards** – Compassionate leaders are ethical and strive for excellence.  
*Where did you set the standard this week, the way you conduct yourself, your appearance, your moral code, the way you talk to your team?*
- 5. Passion** – Compassionate leaders know there's nothing more powerful than a person who is driven from their heart.  
*What are you and your team most passionate about?*
- 6. Team** – Compassionate leaders know that great things in life or business are never accomplished by one person.  
*How did you guide your team to success rather than dictate from above this week?*
- 7. Influence** – Compassionate leaders seek influence, not authority.  
*How did you recognise the talents and skills of your team members this week?*

Leadership is about building hope for the future and positively steering your team towards it.

Let's dive into this Module together and discover how!



## BE A BUILDER OF HOPE

“A leader is a dealer in hope.”

Napoléon Bonaparte

**MISSION CRITICAL INTEL:**  
**You never sell your team the vision. First they need to buy into you as the leader. Then they will believe the vision.**

As a leader, your primary role is to be a dealer in, and builder of, hope.

Without hope for the future, a person lacks the power to take positive action in the present. This is critical because the action taken today is the major contributor and influencer of the future.

Love your people more than you love the perks of the job and the power of your position. Give them hope so they're inspired to perform at their very best.

### **Are you focused on being a leader that builds hope?**

Rate yourself out of 10 (1 being the lowest, 10 being the highest)

Circle your score: 1 2 3 4 5 6 7 8 9 10

Before anyone will put their faith into your vision of hope for the future, they need to have absolute trust and belief in your intentions and integrity.

You must show respect and loyalty to earn it. People must believe you are of the highest professional, ethical and moral standard: in other words, character.

### **How do you feel the team perceives your character?**

Rate yourself out of 10 (1 being the lowest, 10 being the highest)

Circle your score: 1 2 3 4 5 6 7 8 9 10

When you lead people, they'll only give you 100% of their heart if they feel secure and trust you completely, and if you trust them in return. It's about creating a safe environment where they feel you have their back and in return they will have yours.

### **How safe do you think your team feels in your environment?**

Rate yourself out of 10 (1 being the lowest, 10 being the highest).

Circle your score: 1 2 3 4 5 6 7 8 9 10

How did you score? Where can you improve?

**ENTER LEADERSHIP  
SHIFT #1: Love people  
more than perks and power.**





## BE A LEADER WHO LEARNS

*“Leadership and learning are indispensable to each other.”*

**John F. Kennedy**

**MISSION CRITICAL INTEL:**  
*Today's best won't be good enough for tomorrow's challenges. Don't rest on your best. Learn, relearn and unlearn!*

A critical skill in leadership is adaptability.

This means you must have a growth mindset. Embrace change and have a 'teachable' spirit. In doing so, you will develop a love of learning that is greater than your fear of failure.

All of this takes discipline which is why the best leaders in the world have learned, and mastered, the art of commanding themselves.

All leaders must be able to do this before they command others. You need to be at the next level or lead from a higher place in order to raise others up. Leaders go first.

To get there, you need to commit to persistent and consistent personal development. I invest at least 60 minutes per day in my personal development. This includes reading and listening to professional and personal development books in order to adapt and lead effectively.

And remember, you may need to let go of something to become a better version of you. We need to continue to learn and know how to unlearn and relearn.

One thing's for sure: when you improve yourself, everything else will improve around you.

### **How open are you to change?**

Rate yourself out of 10 (1 being the lowest, 10 being the highest)

Circle your score: 1 2 3 4 5 6 7 8 9 10

**How much time each day or each week do you spend on reading and personal development?** Rate yourself out of 10 (1 being the lowest, 10 being the highest)

Circle your score: 1 2 3 4 5 6 7 8 9 10

Write down 3 books and 3 podcasts that you have been wanting to dive into for a while but haven't read or listened to yet.

**ENTER LEADERSHIP  
SHIFT #2: Start getting  
comfortable with  
uncertainty.**

Now commit to reading at least 1 book this month and pick a regular podcast to listen to each day or each week. A different one each day is fine too. Go with what inspires you to be a better leader!



## BE A LEADER OF SUBSTANCE

*“Average leaders raise the bar on themselves; good leaders raise the bar for others; great leaders inspire others to raise their own bar.”*

**Orrin Woodward**

While travelling and navigating your life's journey, you'll be faced with many choices, especially when you're responsible for others.

Your values, personal mission statement or Code of Conduct should be your overriding compass, guiding you and helping you make the right decisions.

Leading with substance means you know and understand what you stand for. It means you know your values, purpose and vision. It means you live and breathe them every day. It means you love your people more than the perks and power you get by being their leader.

When you lead with substance (and don't just follow hot trends and other 'gurus'), your character becomes the bedrock and foundation of your leadership.

You push your ego out of the way and raise the bar for yourself and your team. You support your team and develop them into future leaders. You don't compete with your people, you complete them. Rather than competition, it's about inclusion. It's about empowerment.

Nothing motivates a person more than empowerment. Positive and constant encouragement will always return greater results than fear and intimidation.

Let your people know how valuable they are to you. Let them know you trust them and their ability to do the job. In other words, always have their back and they will have yours.

**ENTER LEADERSHIP  
SHIFT #3: Go from  
competing with, to  
completing, your team.**

**MISSION CRITICAL INTEL: Leadership is your ability to influence the thinking, development and behaviour of another person.**



## BE A LEADER WHO GUIDES

*“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”*

**John Quincy Adams**

**ENTER LEADERSHIP  
SHIFT #4: Go from solo  
adventurer to Guide.**

A great metaphor for leadership is mountain climbing. As a mountain climber, you can be a solo adventurer or a Guide.

As a Guide, it takes you longer but you get to share the view with more people. You may travel more slowly to your destination but you will go further and your experience will be richer for having led the way.

When you lead and travel with your people they will ask three questions of you:

- 1. Do you care about me?**
- 2. Do you trust me?**
- 3. Can you help me?**

We answer these questions by doing what John Maxwell terms the “leadership dance”.

This means you need to be in front of your people so they can see you, next to your people so you can work together and behind your people to encourage them when needed.

Finally, lead by example. This demonstrates that you know how to be a model employee. How to be an outstanding member of the community. How to live on purpose.

I always say to my clients: don’t ask someone to do something unless you know how to do it, you’ve done it yourself or you’re prepared to do it. People want to hear stories about how you did things, not theories out of textbooks. They want real life experiences so they know there’s a trail already blazed for the journey ahead.



## THE LANGUAGE OF LEADERS

How we speak to people has a big influence on their attitude and how they feel about us. It shapes the character and quality of our relationships. That's why the language you use with your team has a huge impact on how they perform and grow.

For example, when you substitute the word 'challenge' for 'problem', it feels different. Everything shifts. From that point on, you will never have another "problem", only the opportunity to overcome and rise above challenges.

When we shift from fear-based language (that your team runs away from) to love-based language, your people can run towards you.

Here's some quick tips to put into action as you shift into your own style of leadership:

- ▶ Talk about your purpose and the vision regularly.
- ▶ Always tie yourself, and your team's actions, into that vision.
- ▶ Reward and recognise competency and always bring it back to the overall vision.

*“Words have power.  
Use the language  
of leadership versus  
the vocabulary of  
a victim.”*

**Robin Sharma**



# BRINGING IT ALL TOGETHER

*“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”*

**Jack Welch**

A good leader, at any level in the business will have a vision.

This vision is like a fire that burns inside of them. It is the source of their passion. They discuss their vision at every opportunity.

By reinforcing the vision, you make sure it becomes important in the minds of your people. The more you refers to your vision, the more your employees' passion will grow for that vision.

**You've got the capacity to be a true leader.** Continue to develop yourself and your people. Be mindful of your language and how you deliver your message, both at home and in the office.

Finally, be a **builder of hope.**

That's how to serve those you lead. That's how to bring them with you for the ride.

**Here's to unleashing your full potential,**

**Shane Kempton**

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