

THE *IF* 16 LEADERSHIP FRAMEWORK[©]

KNOW WHO YOU ARE

Character – The Wisdom to Know and Trust Yourself

Authenticity – The Resolve Always to Be Yourself

Integrity – The Wisdom to Know the Truth and the Strength to Defend It

Self-Efficacy – The Confidence to Gain from Triumph and Disaster

KNOW WHAT YOU WANT

Ambition – The Will to Make the World What You Want It to Be

Vision – The Power of Having and Sharing a Dream

Boldness – The Ability to See and Seize Opportunities

Resilience – The Ability to Bounce Back from Adversity

ATTRACT OTHERS

Inspiration – The Ability to Connect with and Motivate Friends & Foes

Courage – The Ability to Face the Dangers When They Become Real

Selflessness – The Ability to Put Your Cause and Beliefs Ahead of Yourself

Stamina – The Will and Energy to Hold On

RETAIN TRUST

Composure – The Power to Keep Your Head

Patience – The Strength and Will to Endure and Wait

Enthusiasm – The Energy to Fill Every Minute

Accountability – The Will to Take Ownership Regardless of the Outcome