

BRAVE Leadership:



*How Compassion, Empathy and
Belonging Will Change the World*

Jen Croneberger, Founder

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What is a BRAVE Leader?

Discovery Q1:
How would you define
BRAVE Leadership today?

Discovery Q2:
How did you bring BRAVE
leadership to your team
last week?

Discovery Q3:
What does BRAVE
leadership look like?

Discovery Q4:
Has your team felt they
had permission to be
BRAVE too?

BRAVE Leadership

B

Belonging

R

Resilience

A

Authenticity

V

Vulnerability

E

Empathy

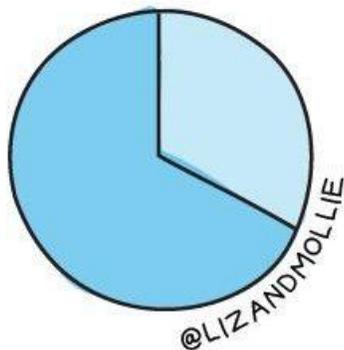
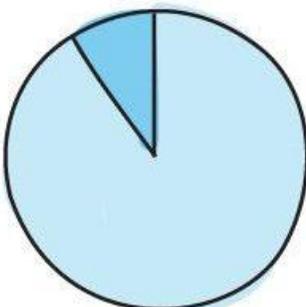
Belonging

□ WORKING

□ WORRYING

WHEN YOU FEEL BELONGING

WHEN YOU DON'T



@LIZANDMOLLIE

Belonging is: Being accepted and included.

- ❖ The epidemic of Loneliness
- ❖ The pain of loneliness and exclusion are both seen in the same place in the brain.
- ❖ The answer to loneliness and the pain of exclusion is belonging.



B

Belonging is: A basic human need

“Social belonging is a fundamental human need, hardwired into our DNA. And yet, [40%](#) of people say that they feel isolated at work, and the result has been lower organizational commitment and engagement. In a nutshell, companies are failing at this. U.S. businesses spend [nearly 8 billion dollars](#) each year on D&I trainings that miss the mark...

Because they neglect our need to feel included.”



Belonging is: A basic human need



Maslow's Hierarchy of Needs



Belonging is: Good for business

- ❖ High belonging was linked to a 56% increase in job performance, a 50% drop in turnover risk, and a 75% reduction in sick days.
- ❖ An overall feeling of inclusion/belonging is proven to cause employees to give more effort to the team over all.

For a 10,000-person company, this would result in *savings of more than \$52M/year.*



B

Belonging: How do we get there?

- ❖ Perspective taking and shared experience
- ❖ Encouraging mentorship
- ❖ Inclusive language (We, Us, Team)
- ❖ Take initiative to find empowerment in smaller moments
- ❖ Have a shared vision, A joint mission and a driven purpose daily

Vision, Mission and Purpose foster belonging.



B

Forbes

3,688 views | Mar 4, 2020, 07:15 am EST

Vision, Mission And Purpose: The Difference

Forbes | COUNCIL POST | Paid Program
Jen Croneberger Forbes Councils Member
Forbes Coaches Council
Leadership

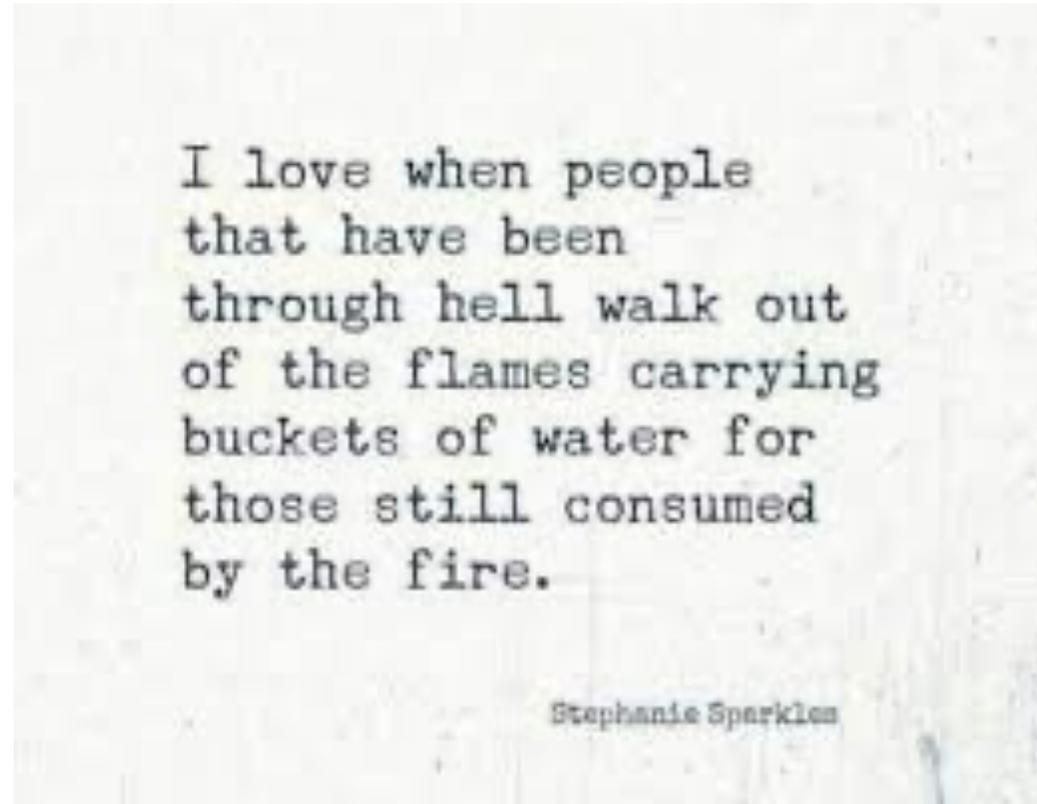
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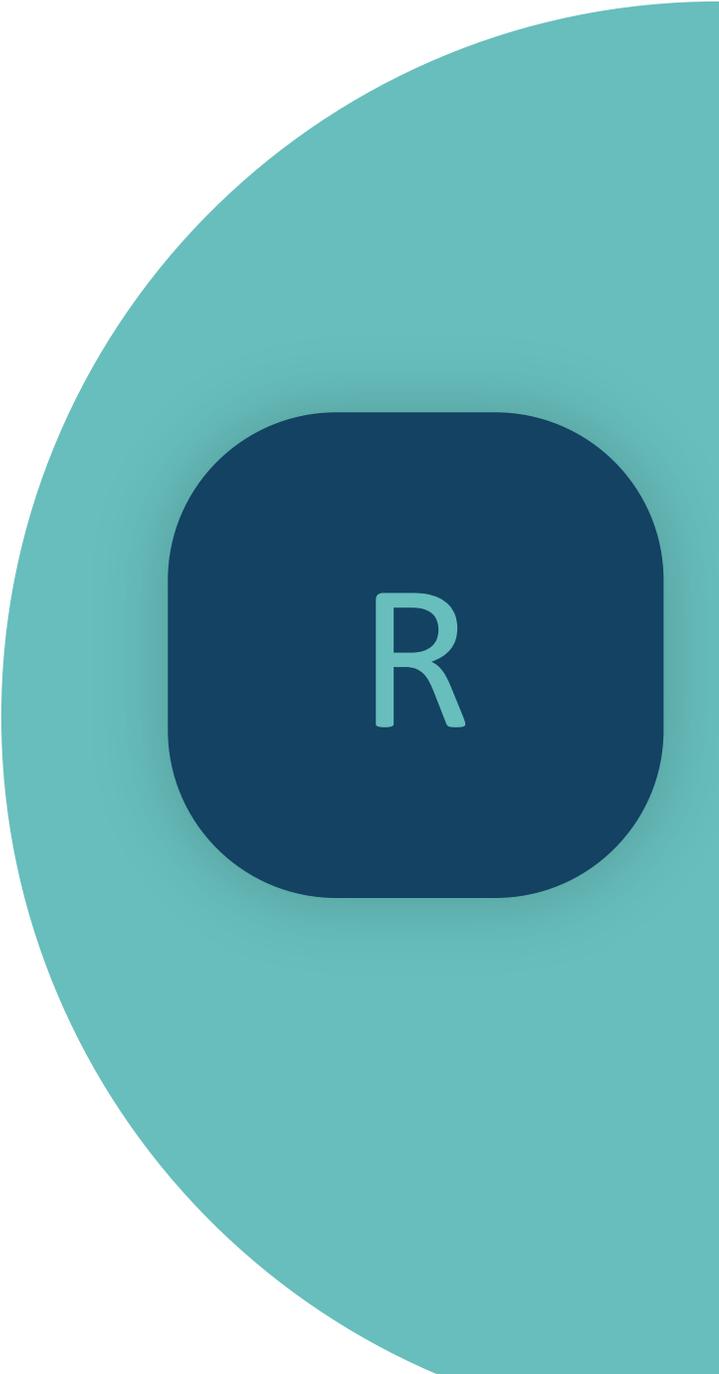


Resilience



Resilience is: Advancing Despite Adversity

- ❖ Process of *adapting* well in the face of adversity, trauma, tragedy, threat or significant sources of stress and springing back into shape to be whole again. “*Flow amidst chaos*”
- ❖ The ability to make *decisions* and *act* quickly, stay *optimistic* in the face of challenges, *and take others with you.*
- ❖ The ability to see *possibility* in all of it.
- ❖ *ie.* Learning how to walk when you were a small child.



R

Resilience is: a *gift* of adversity

- ❖ Making a choice in how we see it.
“The Monday Principle”
- ❖ Taking control of the outcome and molding it to fit what you want it to be. *Flow Amidst Chaos*
- ❖ Re-writing your story.

Make a decision, Take action, Figure it out.

Authenticity

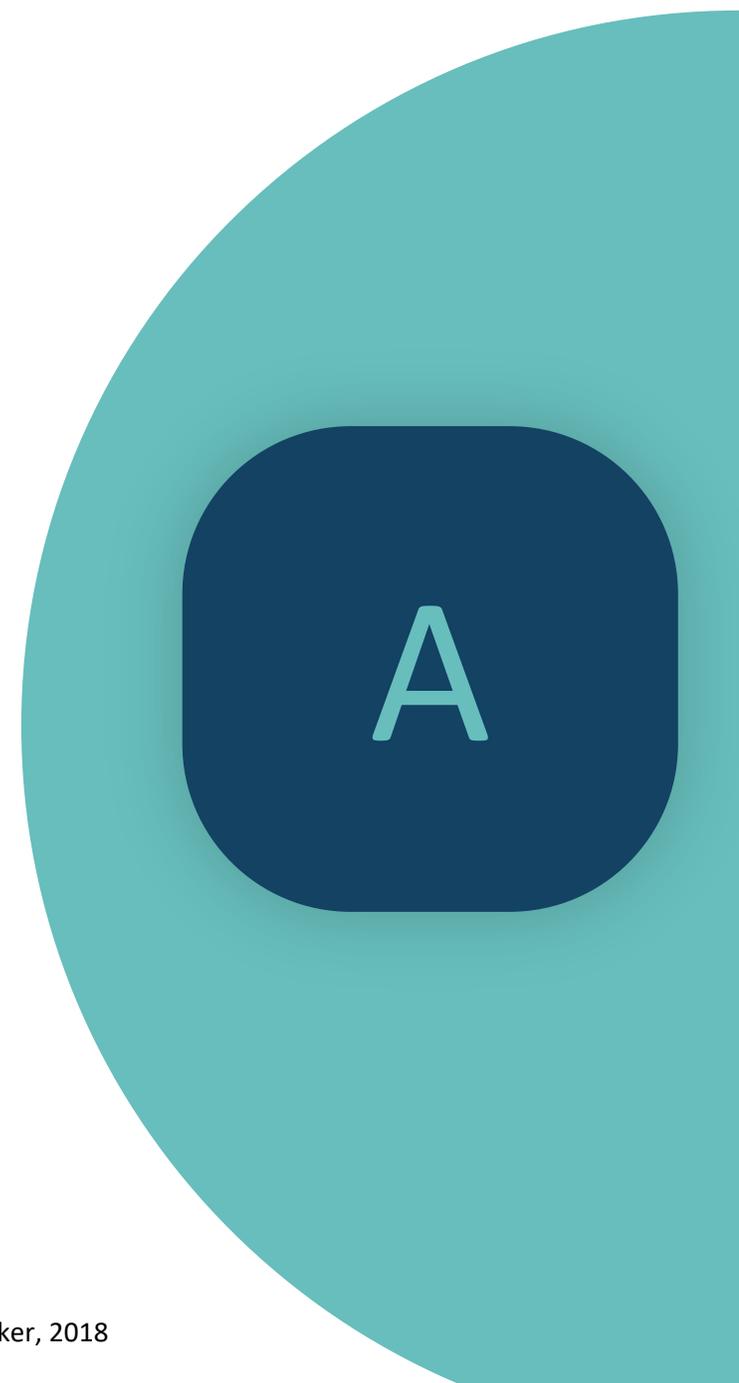
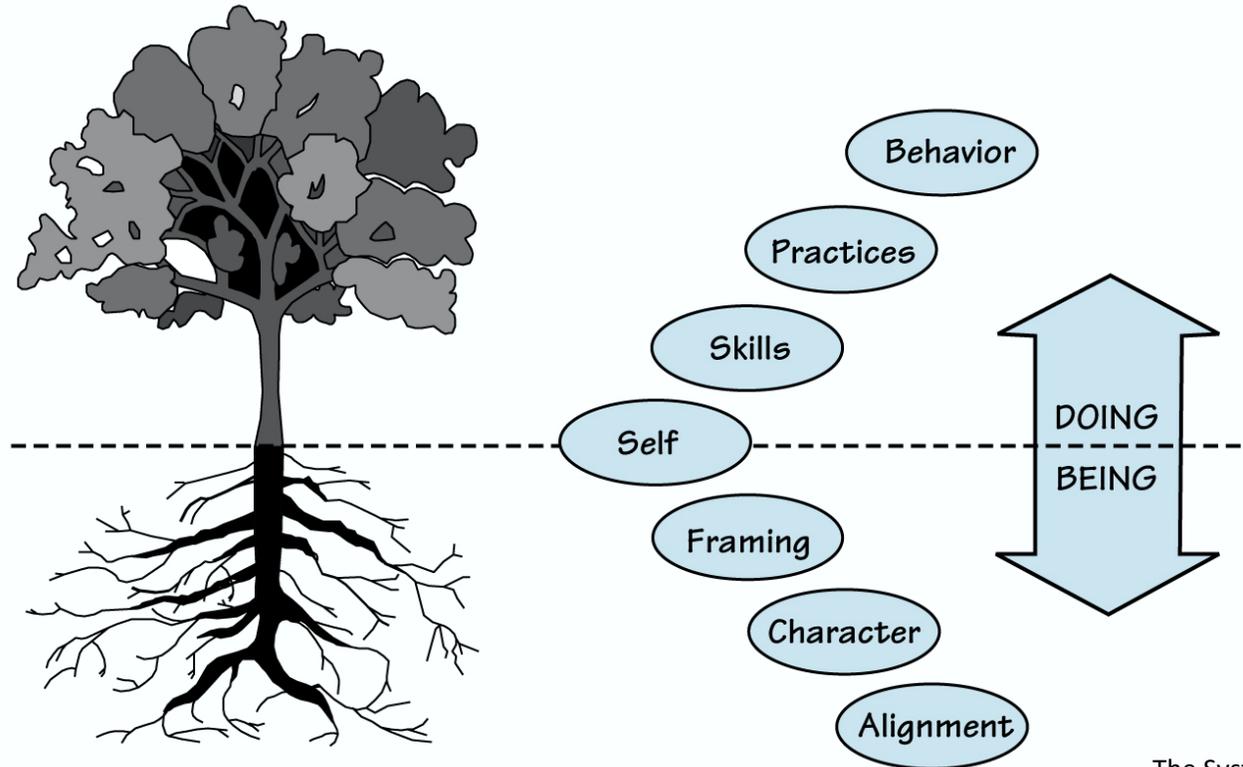
Authenticity is the alignment of head, mouth, heart, and feet - thinking, saying, feeling, and doing the same thing - consistently. This builds trust, and followers love leaders they can trust.

Lance Secretan

QuotePixel.com



Authenticity is: Of roots and leaves



Authentic Leaders:

- ❖ Are self-aware and genuine
- ❖ Are mission and purpose driven
- ❖ Focus on the long-term vision
- ❖ Lead with their heart—LIGHT Principle

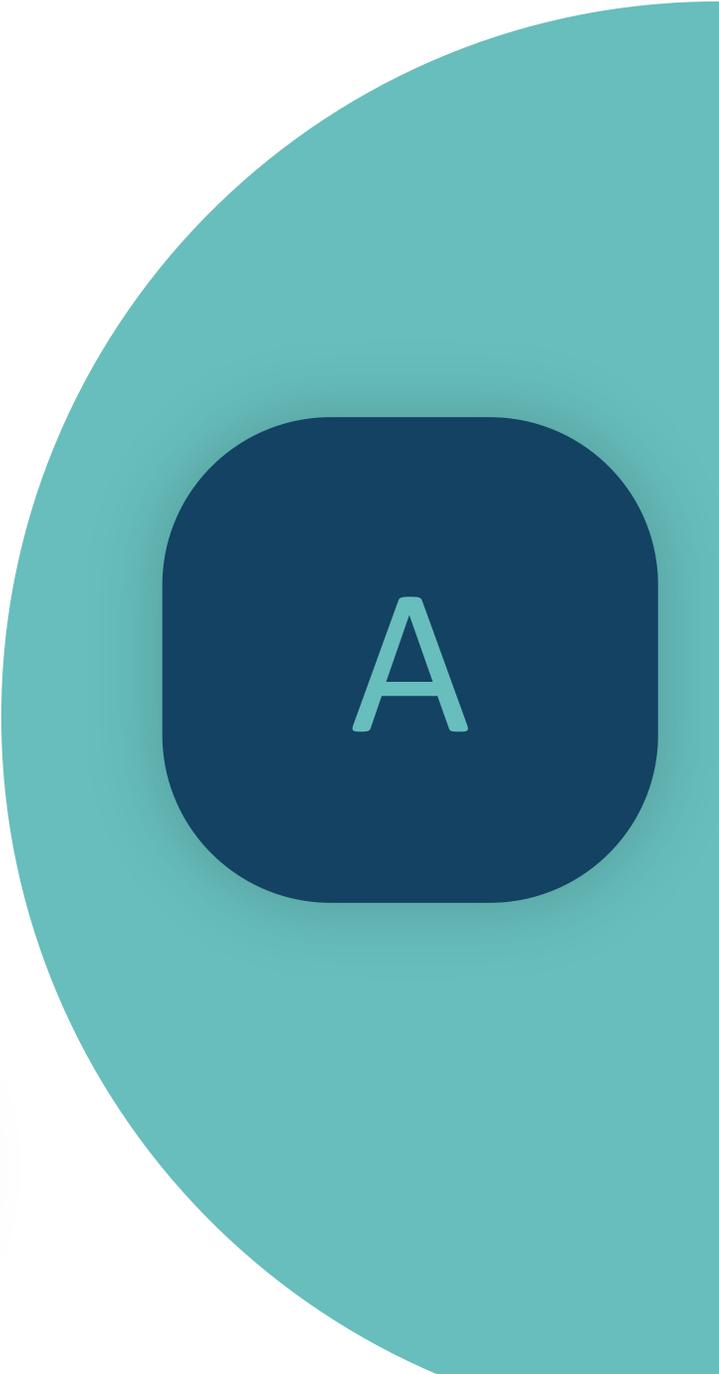


Authenticity:

- ❖ The roots of authentic leadership come from ancient Greek philosophy that focuses on the development of core values and virtues.

“Know thyself.”

These virtues are prudence, temperance,
and fortitude



A

Vulnerability:

- ❖ The courage to leverage *emotional intelligence* in order to open doors to transparency, innovation, and connection.
- ❖ The investment in *psychological safety* and allowing others to utilize the power of *relationship* to build trust, to open up and show people who they are.



Vulnerability is:

- ❖ Good or bad? Watch out for blindspots.

“Her unwillingness to be real and connect with others held her back from becoming the relatable, engaging leader others would be inspired to work with and for. And not surprisingly, the teams she led all struggled with interpersonal trust.”



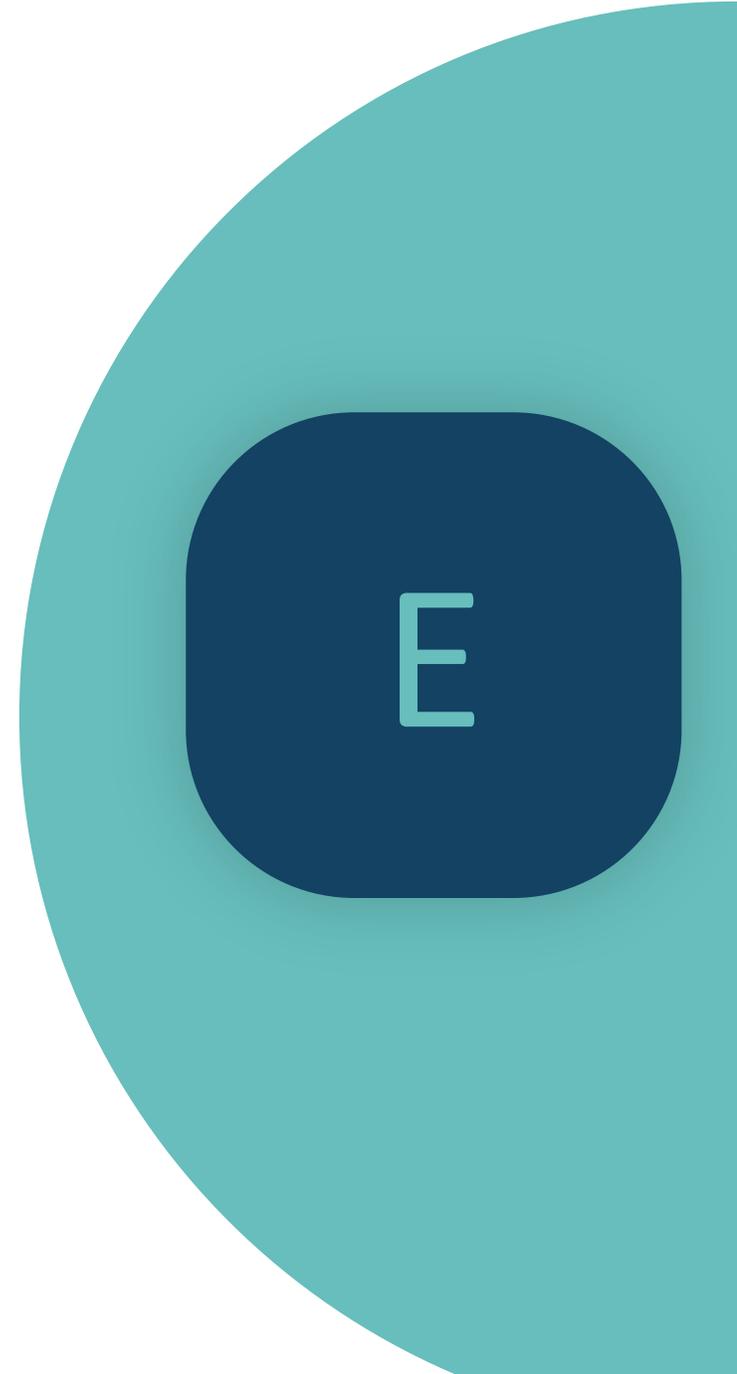
JLynne Consulting Group

Vulnerability



Empathy

- ❖ Compassion=empathy in action.
- ❖ The ability to *understand* and *feel* the pain of another and *not rush to “fix it” until they are truly ready.*



Empathy

The Future of Leadership is Empathy —And Companies are Better for It

By stepping outside themselves, empathetic leaders are often great communicators and relationship builders. Think about someone who really took time to help you grow. They were most likely an empath.



NEXT »



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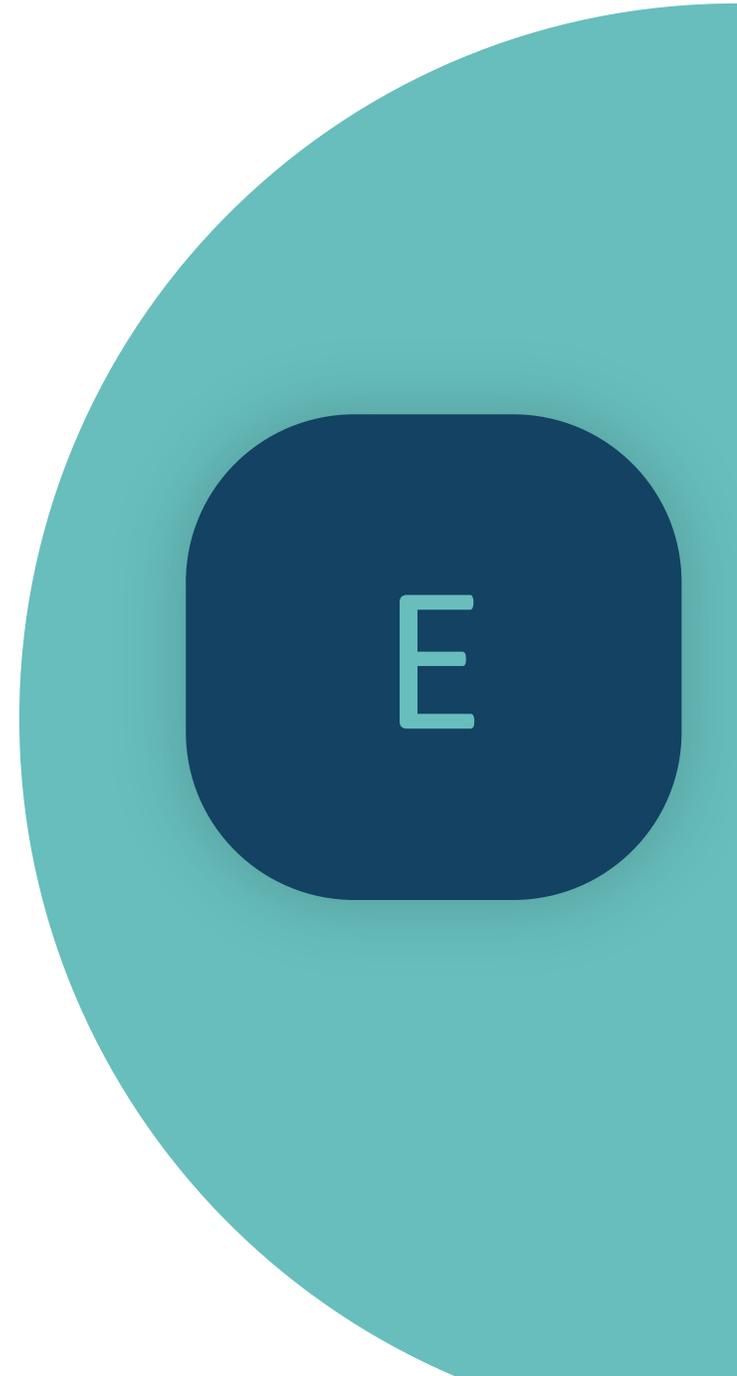
August 18, 2020

This article was written by Lindsay Patton, an [Entrepreneur NEXT](#) powered by Assemble expert. Do you want to future-proof your business with on-demand



Empathy

- ❖ Is a coaching mindset of both—embrace strengths first *and coach* their weaknesses.
- ❖ Breeds inclusivity and innovation and lessens reactivity and stress/depression/anxiety.



Empathy & mental health

70% say work stress affects personal relationships

50% say stress affects performance

50% say management has a direct effect on mental health

82% say it affects them even during time off

E



Thank You!

If you would like to continue the conversation and/or get my
Five tips on how to lead through hard times:

TEXT BRAVE to 33777