

# Not a

# Warm & Fuzzy

# Leader?

It's okay. Here's how you can still be  
the one they all want to follow.



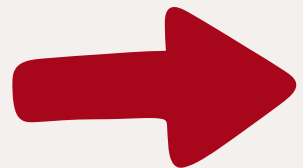
# 1. **Ask what support *feels* like, not just what it is.**

**Don't**

Guess what people need based on what *you* would want.

**Do**

Ask, "What kind of support would feel most helpful to you right now?"



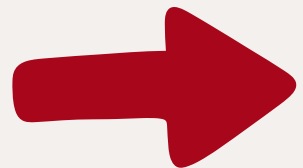
## 2. Normalize the 'ugh' moments.

**Don't**

Pretend positivity fixes everything.

**Do**

Make it safe to name hard things without fear — then move forward together.



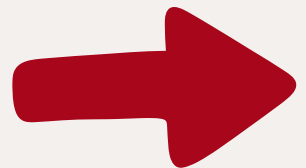
# 3. Make 'I don't know' a leadership skill.

**Don't**

Reward fast answers and  
fake confidence.

**Do**

Value honesty and  
real learning over  
fast guesses.



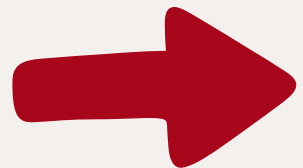
# 4. Celebrate the work, not just the wins.

**Don't**

Tie appreciation only to success.

**Do**

Celebrate thoughtful risks and persistence — even when the outcome isn't positive.



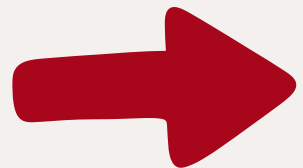
# 5. Respect people's rhythm, not just their calendar.

**Don't**

Expect instant replies at all hours.

**Do**

Respect that peak focus — and peak recharge — looks different for everyone.



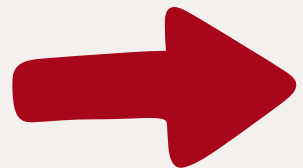
# 6. Say thank you like you mean it.

**Don't**

Treat gratitude like a checkbox.

**Do**

Be specific about what you saw – and why it mattered.



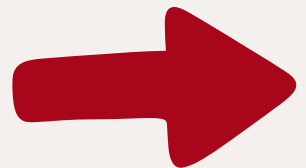
# 7. Share feedback before it becomes frustration.

**Don't**

Hoard feedback until it's too late – or bury it in a compliment sandwich.

**Do**

Share clear, kind feedback within 48 hours – focusing on one behavior at a time.





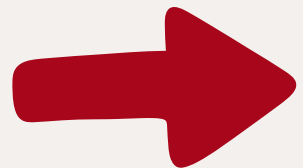
# 8. Lead by learning out loud.

**Don't**

Act like you always have the answers.

**Do**

Model curiosity and course-correction in real time.



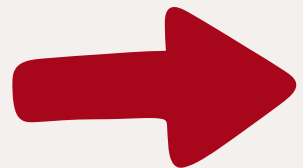
# 9. Protect your team's focus like it's your own.

**Don't**

Delegate urgency without context.

**Do**

Prioritize clearly – and shield them from busywork when you can.



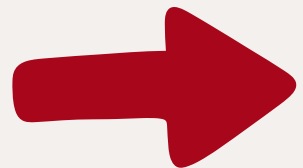
# 10. Invite input when it still matters.

**Don't**

Ask for opinions after the train has left the station.

**Do**

Invite insights early enough to shape the outcome.



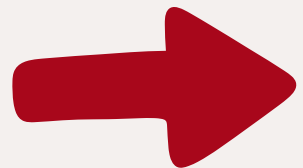
# 11. Be the anchor when the waters get choppy.

**Don't**

Let your stress set the emotional thermostat.

**Do**

Be the anchor people can trust when things get choppy.



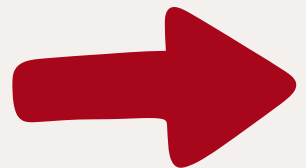
# The real secret?

You

don't have to change  
who you are.

You just have to  
show you care.

That's leadership  
that sticks.



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