

How to Be the Kind of Leader People Talk About Years Later



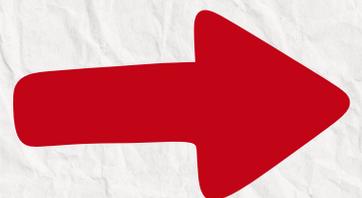
WOMEN IN
CONSUMER
FINANCE

1. Define your leadership DNA.

Identify and share your unique leadership perspective.

EXAMPLE:

Lead through stories, not spreadsheets. Every major change starts with a compelling narrative.



1. Define your leadership DNA.

Be clear about which principles would you fight for.

EXAMPLE:

Leverage your industry credibility to challenge inequitable policies, even when it means standing alone initially while others gradually align with your position.



1. Define your leadership DNA.

Let your core values drive decisive action.

EXAMPLE:

Evaluate each product launch through your ethical lens first.

Prioritize fixing bias or fairness issues over immediate profit, even when facing pressure.



2. **Build living systems, not static rules.**

Create advocacy pathways for underrepresented voices.

EXAMPLE:

Establish regular forums where senior leaders sponsor innovative ideas from frontline staff that might otherwise go unheard in traditional channels.

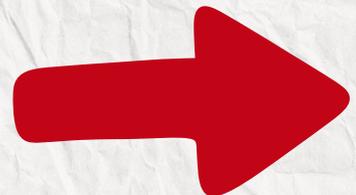


2. **Build living systems, not static rules.**

Document your philosophy (and others' too) through stories.

EXAMPLE:

Start and promote a 'Leadership Lessons' podcast where team members share their pivotal learning moments.



2. **Build living systems, not static rules.**

Celebrate when successors improve on your work.

EXAMPLE:

Publicly beam with pride when someone you mentored takes your original idea and makes it even better than you imagined possible.



3. Create solutions that transcend boundaries.

Design frameworks that solve industry-wide challenges.

EXAMPLE:

Develop clear vulnerability identification protocols that allow frontline staff to provide consistent support to at-risk consumers.



3. Create solutions that transcend boundaries.

Unite unexpected allies around common goals.

EXAMPLE:

Convene competitors, consumer advocates, and regulators to create standards that elevate the entire industry beyond what any single entity could achieve.



3. Create solutions that transcend boundaries.

Elevate the standards for everyone.

EXAMPLE:

Build a streamlined complaint resolution system that transforms negative customer experiences into loyalty opportunities while setting new benchmarks for the industry.



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