

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



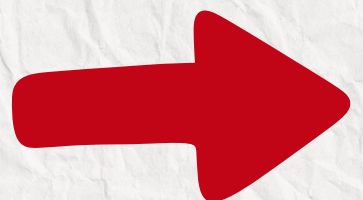
WOMEN IN  
CONSUMER  
FINANCE

# **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.

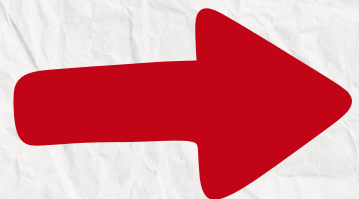


# 1. Define your leadership DNA.

**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.

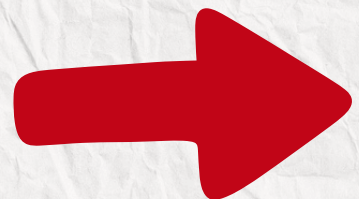


# **1. Define your leadership DNA.**

**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.

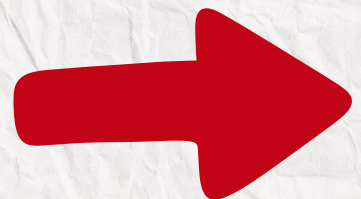


## **2. Build living systems, not static rules.**

**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.

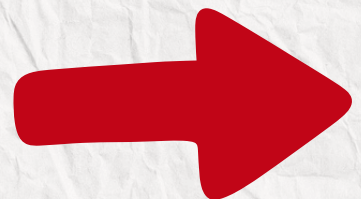


## **2. Build living systems, not static rules.**

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

### **EXAMPLE:**

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

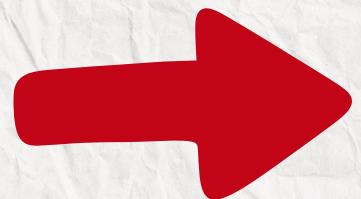


## **2. Build living systems, not static rules.**

**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.

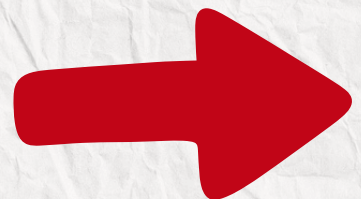


# **3. Create solutions that transcend boundaries.**

**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.

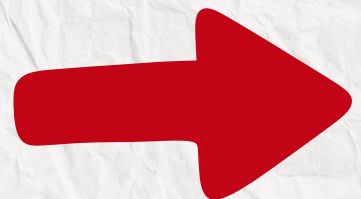


# **3. Create solutions that transcend boundaries.**

**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.

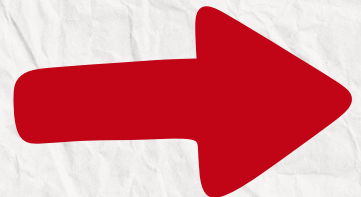


# **3. Create solutions that transcend boundaries.**

**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.



# **Subscribe to our newsletter**

to get all of our presentations,  
cheat sheets, and stories of  
success.



**[womeninconsumerfinance.com/  
newsletter-subscription](https://womeninconsumerfinance.com/newsletter-subscription)**