

Leading with Purpose.

Lessons from life and leadership, on becoming the kind of person other people choose to follow.

● THE FRAMEWORK

Three ways to **lead**.

01

Leading Self

Self-awareness, preparation, and growth beyond the comfort zone.

02

Leading Others

Serve, empower, and bring out the best in the people around you.

03

Leading Change

Vision, courage, and the clarity to move people forward.

Leading Self.

"Me, Inc." Before you lead anyone else.

Me, Inc.

You are the CEO of your own life.
Prepare like it. Grow like it. Show
up like it.

01

Prepared.

The work happens before the
moment arrives.

02

Self-aware.

Know your strengths. Know your
edges. Tell the truth about both.

03

Comfort Zone.

Step outside it on purpose. That's
where growth lives.

04

Determined.

Yerkes-Dodson: the right pressure
produces the best performance.

Leading Others.

The title is given. The leader is chosen.

Servant leader. **Not boss.**

01

Empowerment.

Give people ownership of the work and the decision.

02

Empathetic.

Understand the person before you correct the work.

03

Inclusive.

Different voices, better answers. Make room at the table.

04

Gratitude.

Say thank you. Out loud. Often. By name.

05

~~Sell.~~ Educate.

Bring people with you. Don't drag them.

06

Servant first.

Lead by clearing the path, not by claiming the credit.

Leading Change.

Vision without courage is just a wish.

Vision. Clarity. Courage.

Change doesn't happen because you announce it. It happens because people understand it, trust it, and move with you.

Adaptable.

The plan changes. The mission doesn't.

Curious.

Ask the second question. And the third.

Integrity.

What you do when no one is watching is the brand.

Decisive.

Make the call. A late yes is often a quiet no.

Community.

Unity in the middle of the word. That's the point.

Committed.

Passion gets you in. Commitment keeps you in.



EDDIE
GONZALEZ
LOUMIET

Lead where you **stand.**

Self. Others. Change.