

A Leadership Manifesto: A Guide to Greatness

The root of the word *manifesto* is the Latin *manifestum*, which means “to be clear or to made public.”

Every leader needs a personal manifesto—something that lets everyone know their views, their thoughts, and their beliefs and intentions. When you create your manifesto, you instill a sense of transparency that makes it easy for others to respect, emulate and trust you.

To create your manifesto, start with what you value. Let it be the guide that steers you to embrace your greatness.

Here are the statements I recommend to my coaching clients who want to create their own leadership manifesto:

I will commit to being an authentic person.

When you commit to being genuine as a leader, you embrace all parts of who you are—the good, the bad, the weak, the strong, the gaps and the greatness. You’re committed to acknowledging and leveraging the sum of all your parts. If you can be genuine, you will win hearts and minds.

I will take responsibility for my life.

Commit to being fully responsible for your health, happiness and success. Refuse to blame others or make excuses for your problems and hold yourself fully accountable for whatever you do.

I will communicate in a way that conveys what I mean to say.

The words you speak and the way you communicate will always matter; every time you say something it provides a reflection on who you are, what you think and what you value. Make sure your heart and mind are saying the same thing.

I will remember to serve something bigger than myself.

The greatest rewards come when you give of yourself. It’s about bettering the lives of others, being part of something bigger than yourself, and making a positive difference. People want to be part of something bigger than themselves. They want to be in a situation where they feel that they are doing something for the greater good.

I will take ownership of my work and strive to make things better within my sphere of influence.

Leaders inspire accountability through their ability to accept responsibility before they place blame and the best leaders serve humanity in a way that lifts everyone around them. Accountability is the measure of a leader's height.

I will embrace resilience.

Resilience is accepting your new reality, even if it's less good than the one you had before. Learn not to reject failure as fatal but instead to face everything with boldness and courage. When you do, you will gain the perspective that nothing is off limits and that every opportunity is a platform for future success experiences, because only those who dare to fail greatly, can ever achieve greatly.

I will invest in myself as I invest in others.

No leader sets out to be a leader. People set out to live their lives, expressing themselves fully. When that expression is of value, they become leaders. So the point is not to become a leader but to invest in yourself as a person. To use yourself completely – all your skills, strengths, gifts and talents – in order to make your vision manifest. You must never hold back. You, must, in sum, become the person you are meant to be, and to enjoy the process of becoming. The true great leaders are constantly making ongoing commitment with themselves to invest in their own growth as a leader and also in growth and training for those around them.

I will remember there is always free choice.

You may not always be able to change or choose your situation, but you will always be able to choose who you are going to be in the situation. Choose the character and the values that lead you to embrace your greatness.

I will dedicate myself to my calling.

Leaders aren't born they are made. And they are made just like anything else, through hard work. And that's the price we'll have to pay to achieve your greatness, because not everyone lives up to their calling. But if you know what is important to you, and if you know that what you do matters, you will put your best into what you do and how you do it. To live up to your calling is to tap into your greatness and embrace it.

Lead from within: Becoming a leader is synonymous with becoming yourself. It's precisely that simple, and it's also that complicated. Leadership is a choice and a privilege, learn to embrace the greatness it can bestow upon you.
