



# You Don't Need to "DO" More, just "BE" More

The Key to Leadership

Joan C. King

BEYOND  
BEYOND  
BEYOND  
**BEYOND**  
**SUCCESS**





# Coach Bear Bryant

## Paul William "Bear" Bryant

- earned the nickname "Bear" after he wrestled a live bear for \$5.00.
- He played football at U. of Alabama and returned to coach his alma mater in 1958

## Over the next 24 years Bryant's Crimson Tide

- won six national championships
- he was the national Coach of the Year 3 times.

In 1981 In 1981 he became football's winningest coach with 315 victories.

- He finished his career with 323 victories.



# What were the keys to his leadership success?

Every year at the beginning of the football season

- He had his team write out their personal goals.

Only after studying these did the coach

- Develop his game plan
- and objectives for the team.

What was Bear Bryan conveying to his team?

- I care about you and what you want
- You should be thinking ahead
- We are building a team in which you can pursue your personal goals



↑ Leadership

# Who leads?

One who...

Invests  
in others!

Inspires!

Risks  
for what  
is right!

Dares to try!

Must BE  
who they  
truly are!

Fueled by  
purpose!

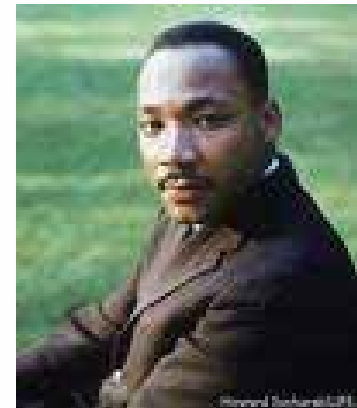
...first,  
leads  
themselves.





# Who are they?

## What have they contributed?





What are your assumptions about you and leadership?

**Leadership is a rare ability only given to a few  
and I don't have it!**



**Leaders are charismatic  
and I am NOT!**



**Leaders control, coerce, and manipulate  
and that is NOT who I am or want to be!**



What is your attitude  
toward failure?

You are NOT your failures!

A failure does not define you!

Do NOT sink into a state of  
"learned helplessness," your  
failures are reversible!



# Unlock the power of your mindset!

- Your qualities are carved in stone!
- You have so much
  - Intelligence
  - Personality
  - Character
- Every situation calls for validation of your intelligence, personality and character.

## Fixed Mindset



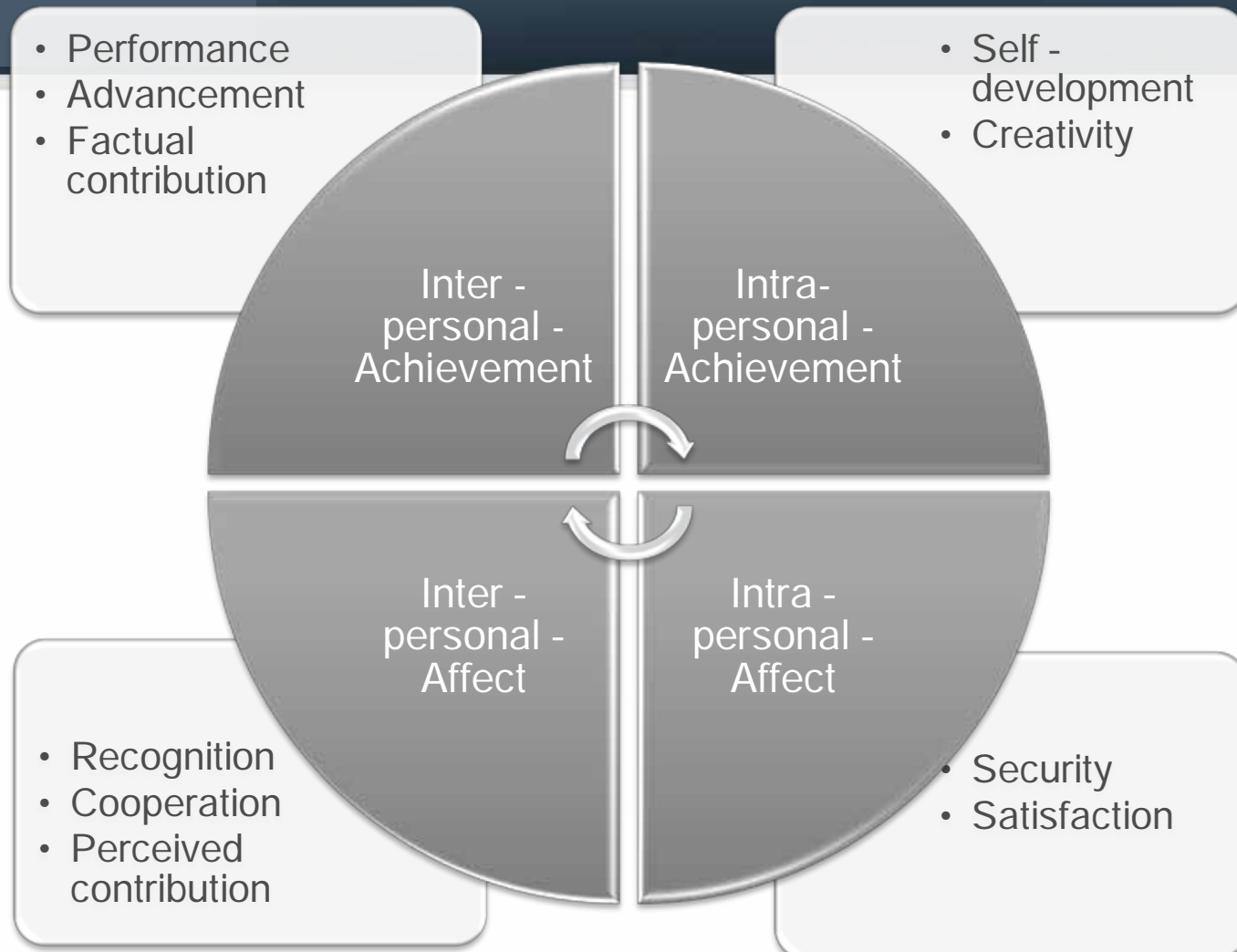
- You can cultivate your basic qualities through effort!
- Everyone can change and grow!
- A passion for stretching yourself even when things are not going well!
- Allows you to thrive in the most challenging of times.

## Growth Mindset





# What is your definition of Success?





# Ingredients of STRENGTHS



Marcus Buckingham. *Go, put your strengths to work. 6 powerful steps to achieve outstanding performance.*, New York:Free Press, 2007.



Develop your capacity  
to lead!

# Psychological Capital

Unique

Measurable

Developable

Impacts  
performance



# Psychological Capital



Leader



Fred Luthans and Carolyn M. Youssef. Human, Social, and Now Positive Psychological Capital Management:: Investing in People for Competitive Advantage. *Organizational Dynamics* 33 (2):143-160, 2004.

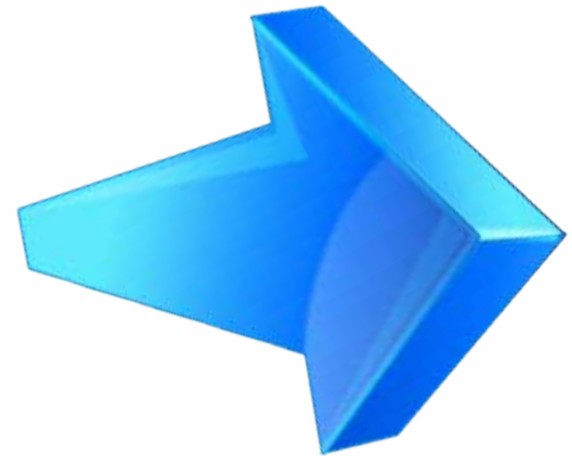


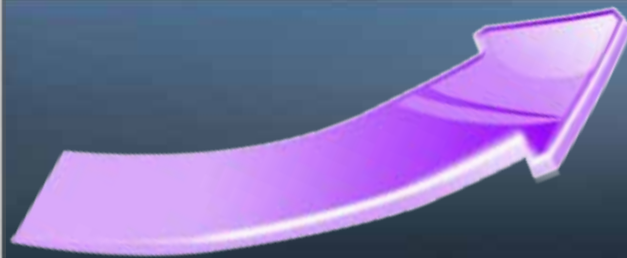
# Optimism

**“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”**

**Winston Churchill**

## Leader



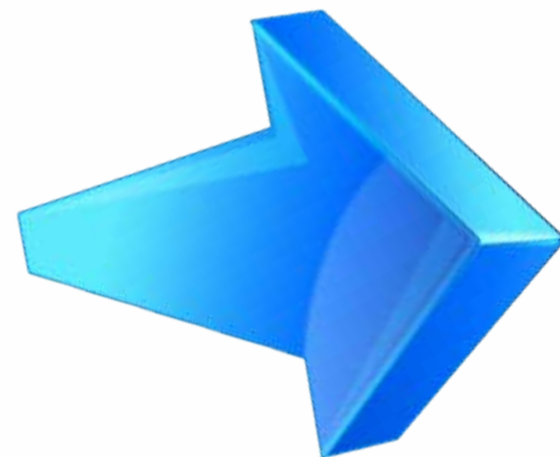


# Hope

- the sense of having the capability to develop ways to get the things you want
- provides you with the ability to generate alternative pathways towards the accomplishment of your goals

Fred Luthans and Carolyn M. Youssef. Human, Social, and Now Positive Psychological Capital Management: Investing in People for Competitive Advantage. *Organizational Dynamics* 33 (2):143-160, 2004.

# Leader



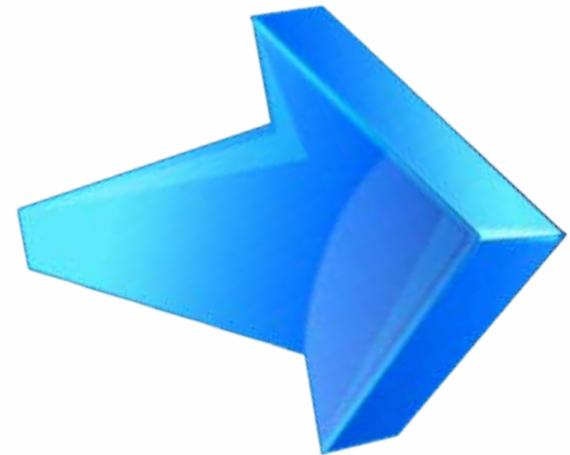


# Confidence

- **Intentionality** – centered on plans of action;
- **forethought** - motivates and guides actions in anticipation of future events;
- **self-directedness** - ability to give shape to appropriate courses of action, motivate and regulate their execution;
- **self-reflectiveness** - reflect upon oneself and the adequacy of one's thoughts and actions.

Albert Bandura. Social Cognitive Theory: An Agentic Perspective.  
*Annu.Rev.Psychol.* 52 (1):1-26, 2001.

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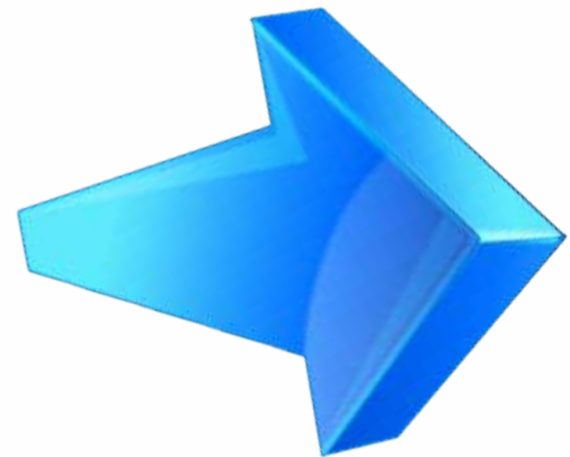


# Resiliency

“The broaden-and-build model of Fredrickson suggests that people have the capacity to broaden their thought-action repertoire. This adds to the storehouse of personal resources which can be called upon when resiliency is needed.”

Fred Luthans, Gretchen R. Vogelgesang, and Paul B. Lester.  
Developing the psychological capital of resiliency.  
*Human Resource Development Review* 5 (1):-44, 2006.

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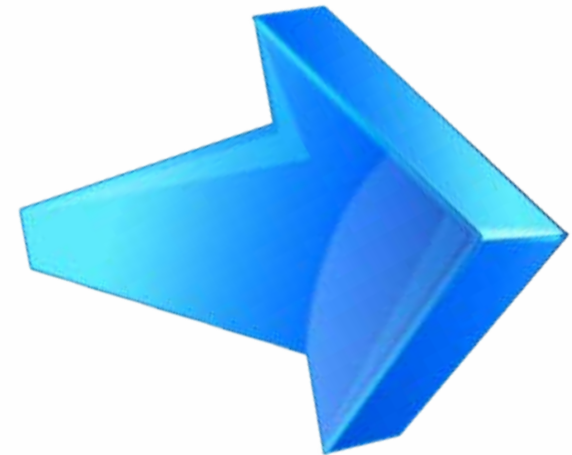




# Psychological Capital



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Fred Luthans and Carolyn M. Youssef. Human, Social, and Now Positive Psychological Capital Management:: Investing in People for Competitive Advantage. *Organizational Dynamics* 33 (2):143-160, 2004.



# Seneca

(4 BC - AD 65)

*“It is not because things are difficult  
that we do not dare.*

*It is because we do not dare,  
that things are difficult.”*