


**It's not about the goal. It's
about growing to become
the person who can
accomplish that goal.**

The Value of Authentic Leadership

- Holly R. Donahue
- Vice President of Sales and Development, Fred Hunter's Memorial Services



Imitation is the sincerest form of flattery

How could this be a problem?



Know your Audience

- Relevant Analogies
- Assumptions
- Inclusiveness
- Impact



Social Media Goals vs Leadership Goals

Social Media



Leadership Goals



Do I fit in? How can I be seen?

Social Media

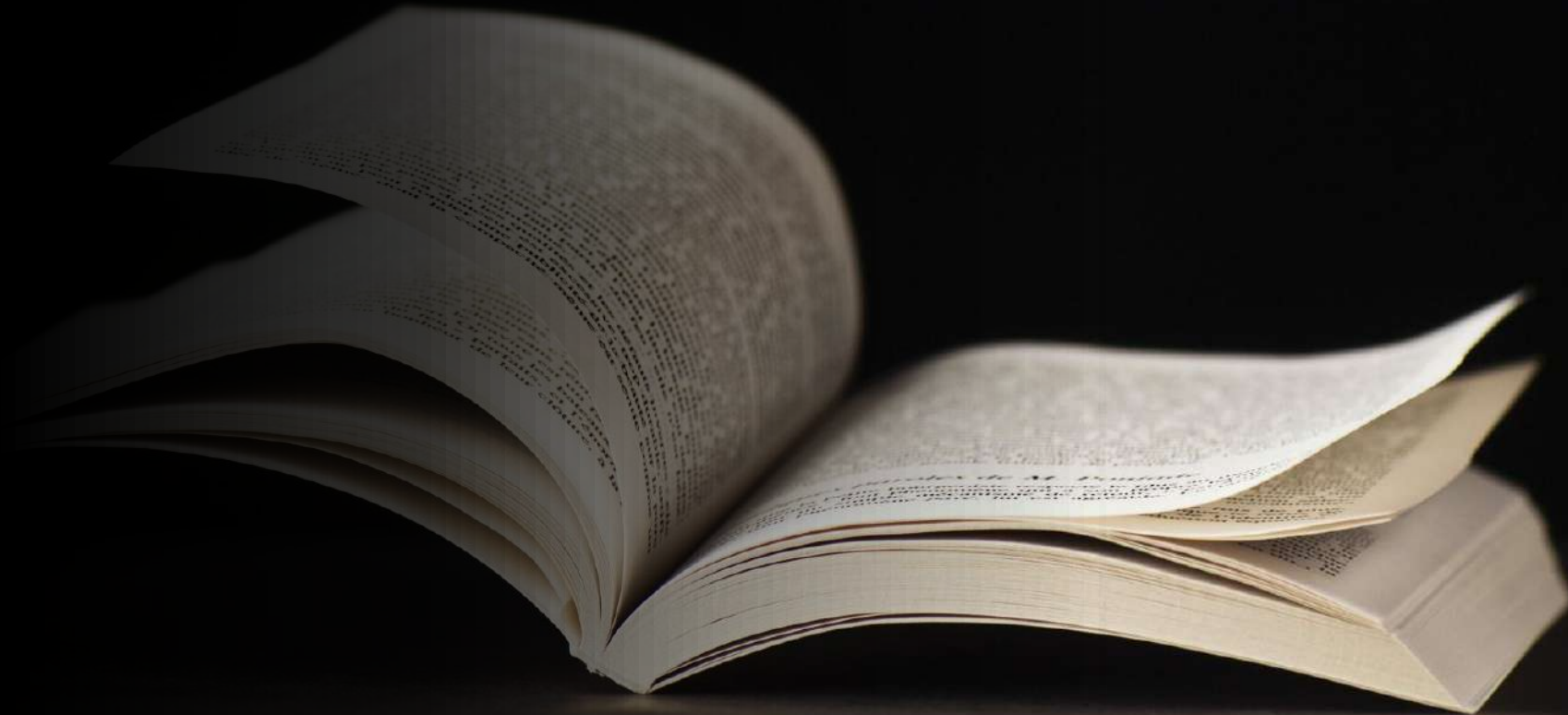


Leadership Goals



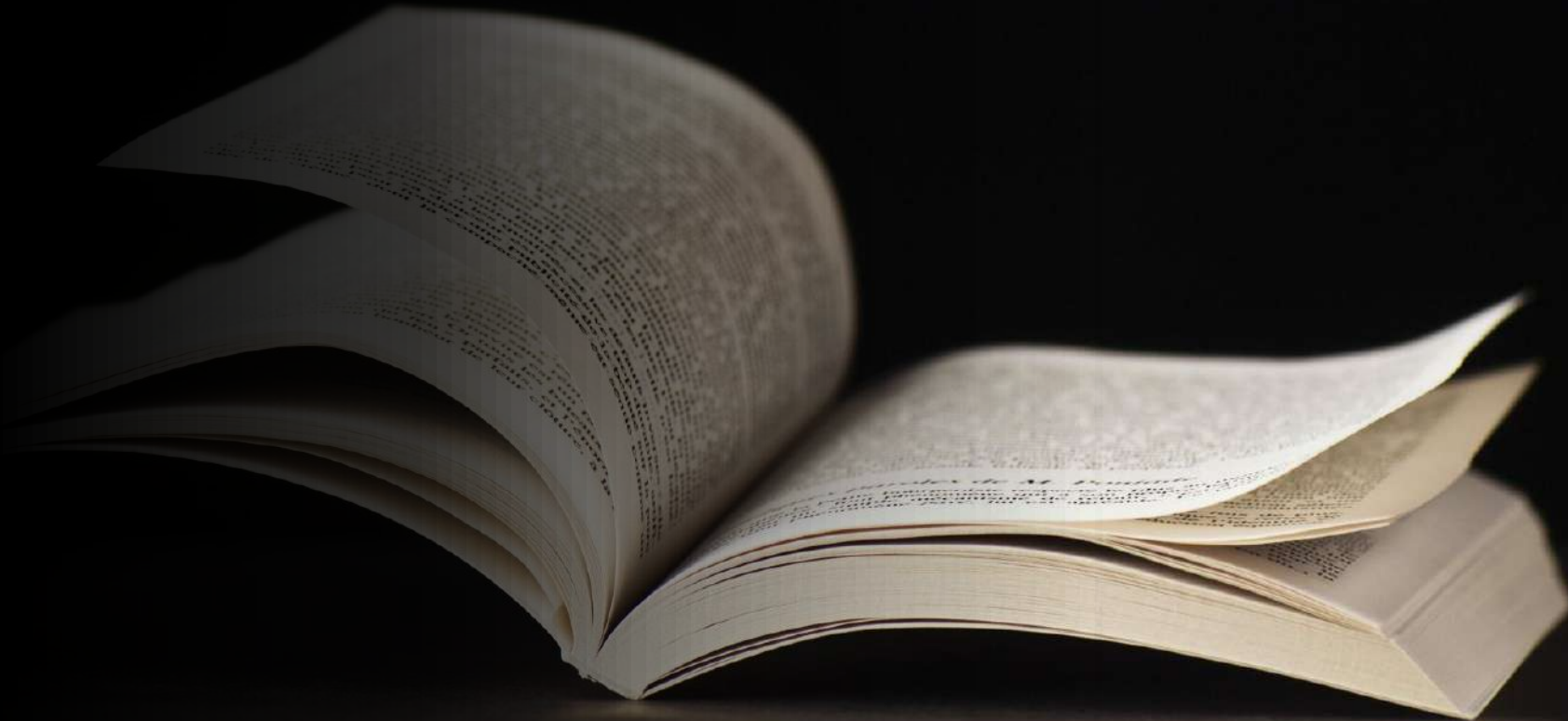
Authentic (Miriam Webster Dictionary)

Real or
genuine.
Not copied or
false.



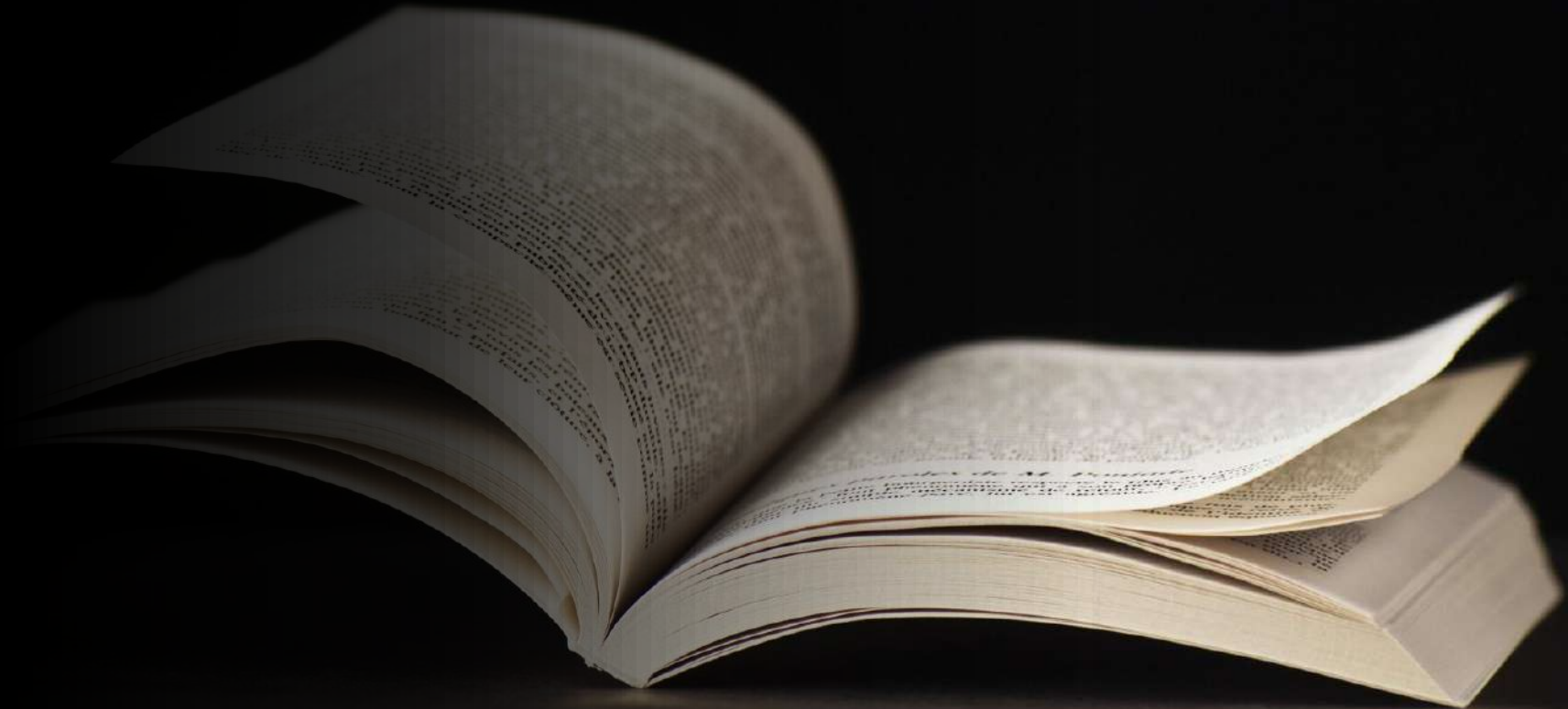
Authentic (Miriam Webster Dictionary)

True
and
Accurate



Authentic (Miriam Webster Dictionary)

Made to be
or
look like an
original
???





**Can you be both Authentic
and a Reproduction?**





**Can we as humans
follow a step by step
success recipe?**

Can I ever BE Tony Robbins?





Why is Authenticity important in a leader?

Speaking your truth

Difficult

- Challenging the status quo.
- Delivering potentially unpopular news.
- Speaking up for the greater good.
- Being vulnerable.

Easy

- Being a people pleaser.
- Copying someone else.
- Not making waves.
- Staying quiet for your own benefit.

Speaking your truth

Difficult

- Challenging the status quo: **Creates change.**
- Delivering potentially unpopular news: **Uncovers problems for resolution.**
- Speaking up for the greater good: **Provides a voice for the unheard. Gives Senior leadership a realistic, grass roots view.**
- Being vulnerable: **Opens you up to learning and makes you a stronger leader.**

Easy

- Being a people pleaser: **Can be seen as insincere and untrustworthy.**
- Copying someone else: **Cannot be sustained. Can never be replicated exactly.**
- Not making waves: **Means never creating change.**
- Staying quiet for your own benefit: **Makes you weak as a leader, because there is no conversation.**

A woman with dark hair is looking out a window at a city skyline. The image is slightly blurred, focusing on the woman's face in the foreground. The city buildings are visible in the background, with a mix of warm and cool tones.

Being Transparent

- Am I learning?
- Do my team members truly know my expectations?
- Does my leadership understand my goals and motivations?

***Do my colleagues
trust in my word and abilities?***


Becoming Hurricane Holly



Sharing my personal truth

An aerial, top-down view of a busy city intersection at night. The scene is illuminated by streetlights, creating a warm glow on the roads and sidewalks. Numerous cars are visible, some stopped at traffic lights and others in motion. The surrounding buildings are tall and modern, with some windows lit up. The overall atmosphere is one of a vibrant, bustling urban environment.

Every Up has a Down.
You are not flawed.
You are Authentic!

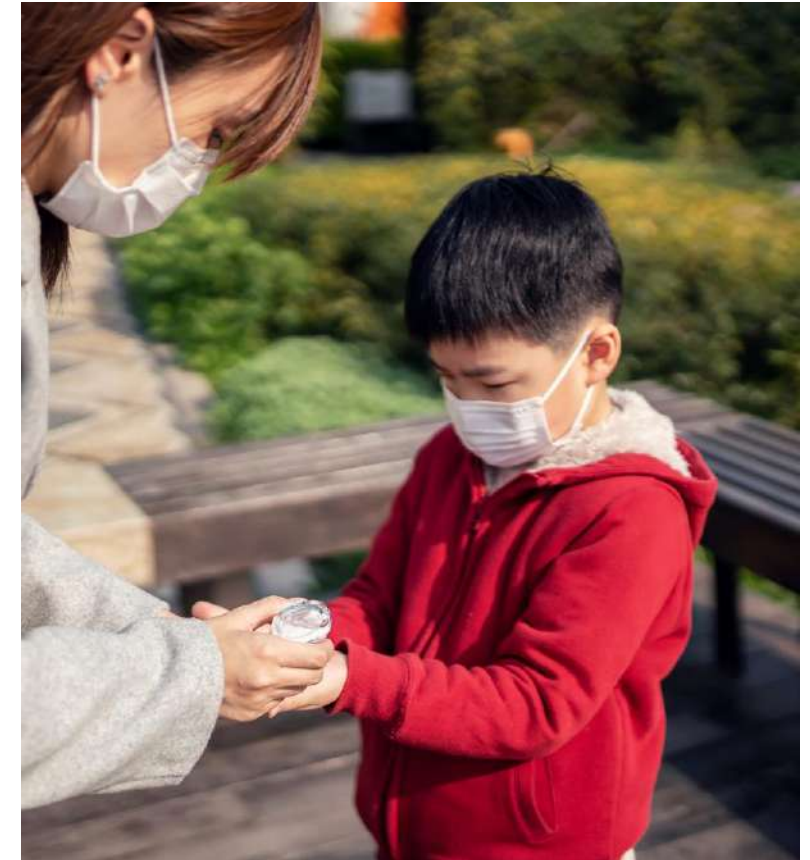
A low-angle, high-contrast photograph showing the lower legs and feet of several people walking on a paved sidewalk. Long, dark shadows are cast across the ground, suggesting low sunlight. The scene is used as a background for a presentation slide.

**Using your Shadow Side
to elevate your greatness.**

Circling back to my review...

So what exactly does it mean, to be

“a mother to my team”?



A Perfectly Authentic Team

Listen/learn	Listen/learn from your team and show appreciation.
Trust	Trust but Verify... Be involved and aware.
Show	Show Transparent Favoritism and explain the why.
Acknowledge	Acknowledge when you as a leader make a mistake. Apologize when you are wrong.
Lead by	Lead by example.
Recruit	Recruit with diversity, not to flatter or entertain yourself.

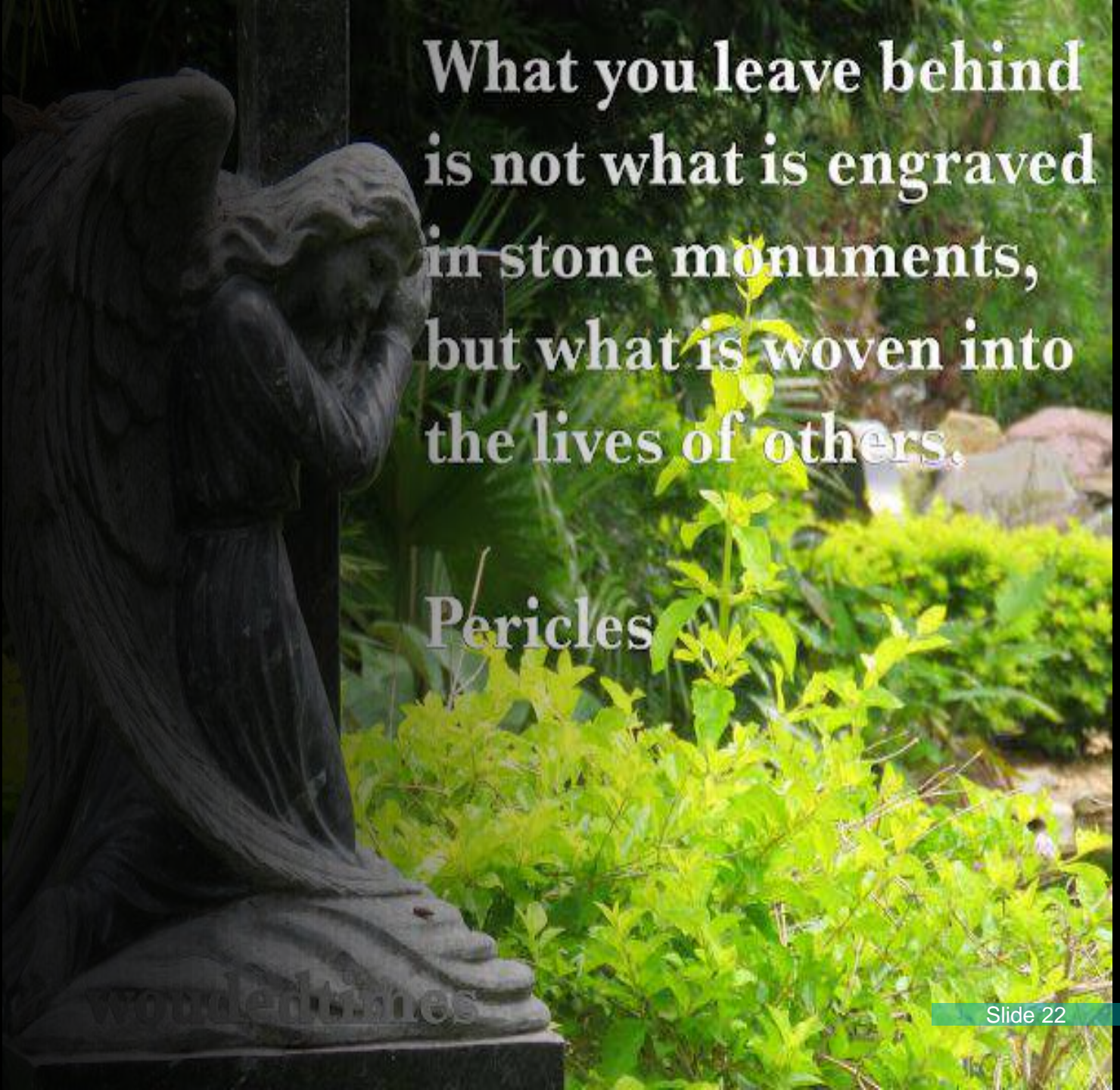


Learn, but do not impersonate

*You cannot have truth in
a team build on emulation.*

**A few final
thoughts...**

*What Legacy
will you leave
behind?*

A photograph of a cemetery scene. In the foreground, a large, dark stone angel statue is visible, its wings spread and head bowed in a sorrowful expression. The statue is positioned next to a dark, rectangular stone monument. To the right of the statue, there is a dense patch of bright green, leafy plants. In the background, other gravestones and more greenery are visible, though slightly out of focus. The overall lighting is soft, suggesting an overcast day or a shaded area of the cemetery.

**What you leave behind
is not what is engraved
in stone monuments,
but what is woven into
the lives of others.**

Pericles

woodentimes