

# dare to lead™

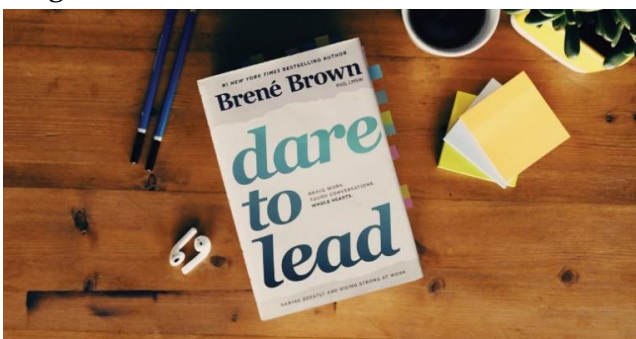
*Based on the research of Brené Brown*

Dr. Brené Brown is a research professor at the University of Houston and the author of five #1 New York Times bestsellers. Her work spans twenty years of research on courage, vulnerability, empathy, and shame as well as seven years researching leadership and organizational cultures. When Brené interviewed 150 global C-suite level executives about what's most important to the future of leadership, one clear answer emerged: "We need braver leaders and more courageous cultures."

Based on her research, Brené developed Dare to Lead™ – an empirically based courage-building program. It's a game-changer for leaders at all levels. Covering the four teachable, observable, and measurable courage skills sets, Dare to Lead™ events cover:

- 1. Rumbling with Vulnerability:** The foundational skill of courage-building is the willingness and ability to step into the discomfort of being vulnerable. Without this core skill, the other three are impossible to put into practice. Our ability to be daring leaders will never be greater than our capacity for vulnerability – leaning into risk, uncertainty, and emotional exposure.
- 2. Living Into Our Values:** What's our North Star? What do we stand for? Research participants who demonstrated the most willingness to be vulnerable and brave anchored their behavior to a couple of essential values, not 10 or 15. Our core values give us courage and strength, especially when things are difficult.
- 3. BRAVING Trust:** It's a must-have in our important professional and personal relationships, but trust tends to be a fuzzy concept. Understanding the seven evidence-based elements of BRAVING trust helps us to be specific and exchange feedback in meaningful ways that supports real change and enduring trust.
- 4. Learning to Rise:** To push the reset button and be resilient, we must recognize emotion, look at the facts and truth of what really happened, discover the lessons to be learned, make changes, and go forward with more wisdom than before.

Daring leaders are self-aware, know how to have hard conversations, hold themselves and others accountable, build trust, lead with empathy and connection, take smart risks that lead to innovation, reset quickly after disappointments and setbacks, and give and receive feedback – especially when it's tough.



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As Certified Dare to Lead™ Facilitators, we help people build their courage through keynotes, interactive presentations, workshops, trainings, and coaching. **Available in-person and virtually.**

On successful completion of the full curriculum, participants receive a certificate recognizing their completion of the training and may put a Dare to Lead Traibadge on their LinkedIn account.

**Brave work. Tough conversations. Whole hearts.**