

# Leadership of Me

One of our cornerstone programs, *Leadership of Me* focuses on the evolving role of entrepreneurial leaders and the unique challenges that they encounter in second stage. Participants go through a rigorous exploration of their personal strengths, temperament and perspective on control. You'll leave with a better understanding of your role as a second-stage leader, what you bring to the organization and how to leverage your strengths to enhance profitability.



## Participant feedback

"Like most entrepreneurs, I'm always juggling numerous balls in the air and thinking about everyone else. When you go to the Edward Lowe Foundation, it's about you — a time for entrepreneurs to reconnect with themselves. "At my first retreat, we covered the 'Leadership of Me' curriculum, which helped me realize that I need to be living my values. People watch what I do, so I need to make sure my actions align with what I say about myself and what my company values."

— Deb Venable, managing partner of Nimlok Chicago

"In second stage, you're not struggling to stay alive, but rather to grow and gain visibility. It's a completely different phase of your business. One of the great things about retreats at the foundation is being able to spend time with leaders of other second-stage companies. You hear their struggles — and know that you're not alone."

— Chris Straw, founder of  
Team Quality Services in Auburn, Indiana

"When I signed up for the retreat, I wasn't sure what to expect, but meeting the other second-stage business owners was terrific. Even though some had been in business for 20 years and some for two years, we all shared the same issues, which was really exciting. It was like having your own fraternity — or joining a fraternity and finding out you all have the same major."

— John Coleman, president of  
Look in the Attic in Ypsilanti, Michigan

## What you'll learn

- How second stage differs from first stage.
- Why your leadership role needs to change in second stage.
- How understanding your temperament style can affect your actions, increase confidence — and make you more productive and effective.
- How personal biases impact decision-making.

## Why it matters

- Self-awareness is one of the major keys to leadership. It affects everything from figuring out how you should be spending your time to setting the future vision of the company.
- A better understanding of yourself will give you insight into the type of team you want to build and how to correctly slot employees.
- As a leader, you're always on. Your employees are always watching you, and your behavior influences their performance more than any spoken words, policies or procedures.