

# The magical link between confident leaders + engaged employees



Your team follows you because they trust you. But if you break that trust, your culture and bottom line will suffer. Insecure leadership is a big culprit, so watch out for these trust killers:

## THREE COMMON ERRORS THAT BREAK DOWN TRUST



## HOW WE HELP YOU COMMUNICATE EFFECTIVELY

We simplify key messaging like business strategies, change processes + customer value propositions onto one page.

### THE BENEFITS TO YOU

- Clarity for your audience
- Share across multiple channels
- More time in your diary

Schedule a complimentary call; we'll listen to your challenges + show how we can help.

*Let's meet!  
You need this!*

### 1 KNOWING EVERYTHING



- You always have the final say
- You think you have all the answers
- Your team can't take ownership for initiatives

**TIP** Brainstorm together + let someone else lead the charge + own the execution.

### 2 CONTROLLING EVERYTHING



- You need to be the centre of everything
- Your team never gets to learn by making mistakes
- Roles + responsibilities are unclear

**TIP** Give your team the tools to succeed without you.

### 3 AVOIDING EVERYTHING



- You don't deal with hard issues
- You're seen as unapproachable
- You focus on tasks, not relationships

**TIP** Deal with conflict based on your company's values + vision to avoid character assassinations.

### FINAL THOUGHTS



Confident leaders know they don't know everything. They work hard to empower their team with guidance, training + the right tools. Lead with confidence, + your team will trust you. If they trust you, they will be engaged. If they are engaged, they will deliver results.

### What's Next?

#### Got something that needs explaining?

We can help explain your product, process or change simply so everyone gets it. For more info email [hello@WeExplainStuff.com](mailto:hello@WeExplainStuff.com)

Disclaimer: The examples above are by no means intended to offer a quick fix. But instead, to give a few practical solutions that with practice can work.