



Institute for  
Women's Leadership

Trade Up!

WITI T Conference 2007

# The Five Steps

## **REVEAL — Leaders Create Fields of Influence**

Awareness of my leadership presence and its impact on others allows me to expand my influence and effectiveness.

## **OWN — Take Responsibility**

The willingness to accept my prevailing context with both its upside and downside gives me the freedom to choose a more powerful context.

## **DESIGN — Author a New Context**

Creating a new context moves me from being a product of my past to being the inventor of my future.

## **SUSTAIN — Create Daily Practices**

Having daily practices allows my new context to gain momentum and sustainability.

## **ENGAGE — Identify and Enlist Others**

Engaging people to support my new context allows it to become a reality.

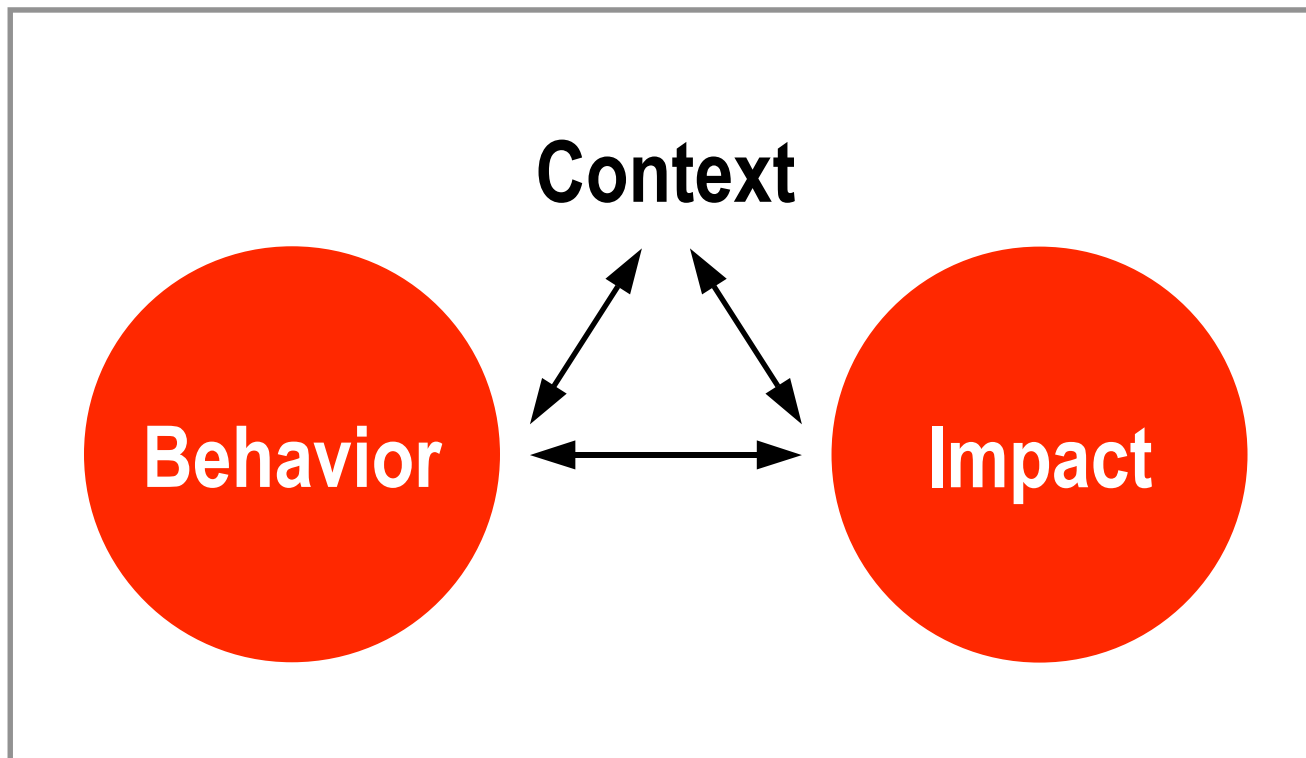


# The Keystone of Contextual Leadership

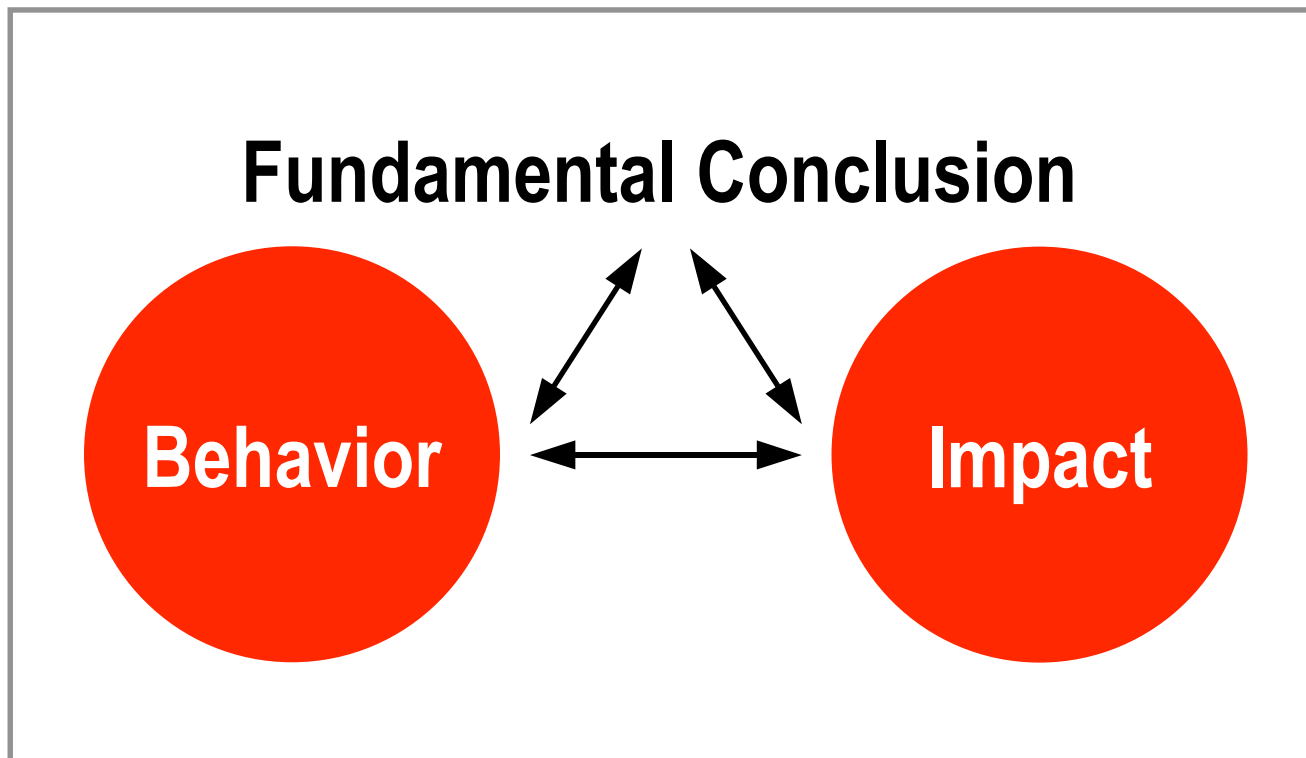
A leader's most important job is to reveal and shift context, starting with your own.



# Leadership



# Context = Conclusions



# Reveal: Context Facets

Use this template as a way to find language for a current context that you have.

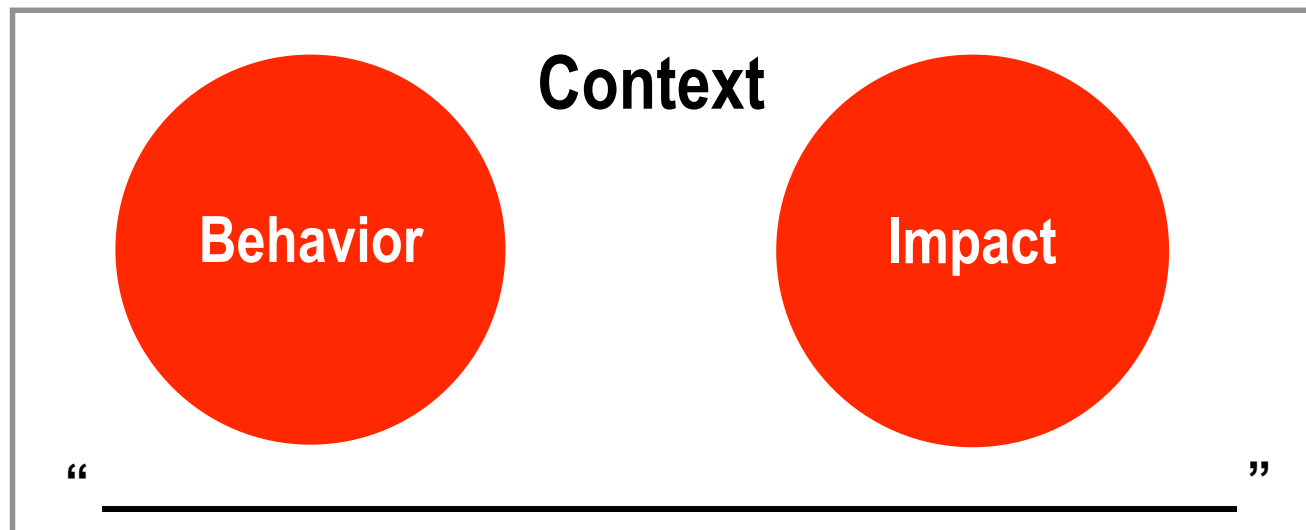
**Examples:** I double- check my colleagues work **because** (I don't trust people)  
I have high standards ... **and** (I hold everyone to them)  
I am a master problem-solver ... **so** (I can prove I am needed)

Context	Bridge Word	Tail
_____	<b>but</b>	_____
_____	<b>so</b>	_____
_____	<b>and</b>	_____
_____	<b>because</b>	_____
_____	<b>in order to</b>	_____
_____	<b>therefore</b>	_____



# Reveal: Current Context

**Instructions:** Articulate a current context that you have as a leader. Look in areas for a context that you can see would explain some undesirable impact.



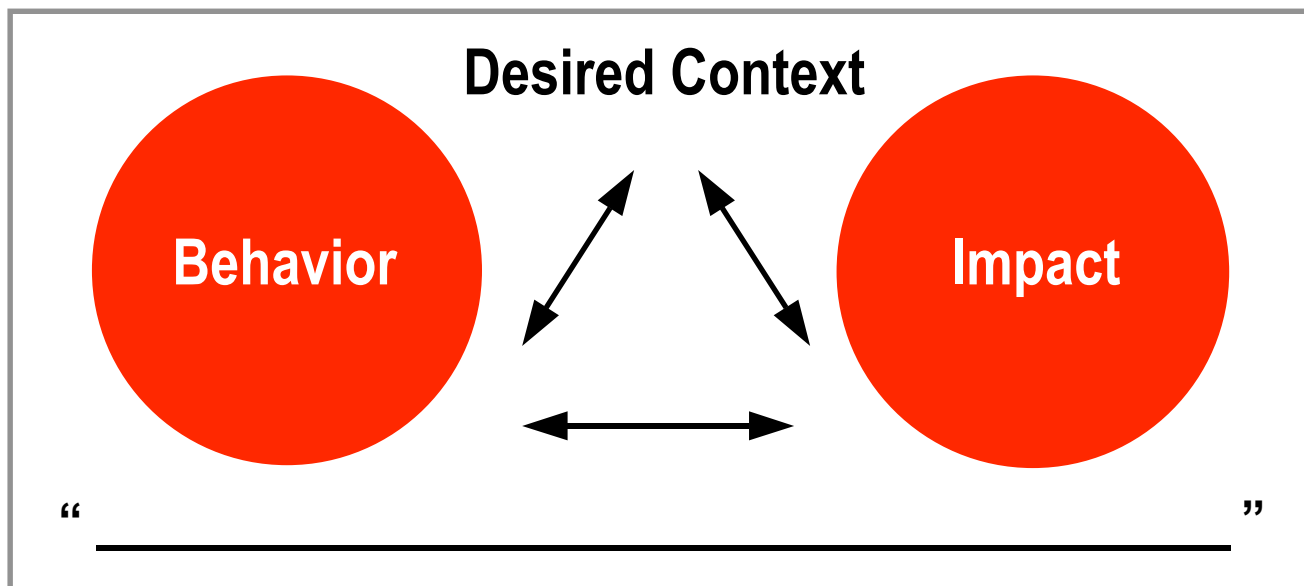
Your current context has served you in some ways. Like many of us, you may be unaware of where it holds you back. List some of the upsides and downsides of your current context.

Upside / Benefits	Downside / Costs



# Design: Trade Up

**Instructions:** Design a context that you would like to be a “trade-up” from your current context. You will want to try on a few contexts until you find one that inspires you to become a better business leader.



What support would you need to sustain your new context? \_\_\_\_\_

What practices for giving and receiving feedback would you need to put in place? \_\_\_\_\_



# Behavior Shifts

<b>Start/Increase:</b>	<b>Stop/Decrease:</b>



# Sustaining Support

- What do you need to sustain support for your new context?
  - From your friends and family
  - From each other
  - From IWL and/or WITI
- Next steps



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