FROM FOUNDER TO CEO℠

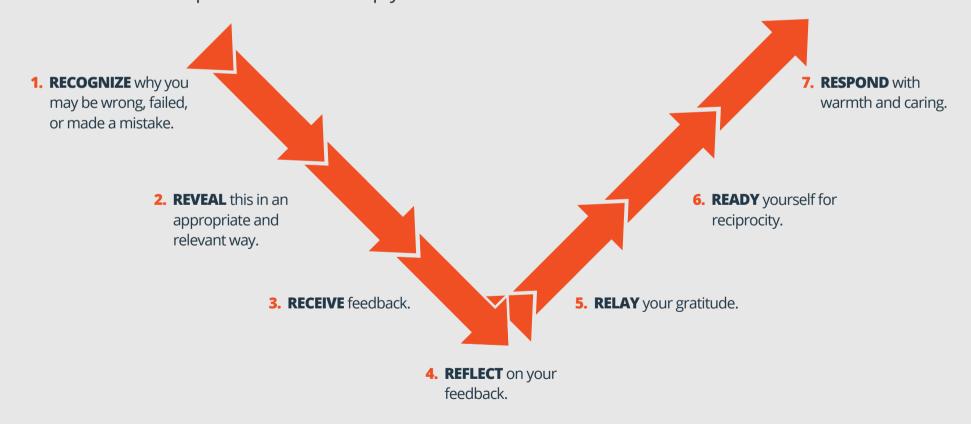# How do I build an awesome culture?

Vincible Leadership

"Be authentic – there's value in vulnerability. Show yourself as human and authentic, and you'll build goodwill. — **CHRISTOPHER "BIZ" STONE**, TWITTER CO-FOUNDER"

Your company culture started the very moment you convinced a co-founder or first hire to join you on your new company adventure. And, it develops with every interaction thereafter. When the organization begins to scale and grow and your Founder responsibilities morph into CEO responsibilities, there is a tendency for many to fall into the trap of "Invincible Leadership" - knowing all, directing all, and continuing to feed the organization with your own energies. This does not necessarily lead to an awesome culture.

"Vincible Leadership" may help. When you know your weaknesses and strengths and you align those with your behavior and communication, you don't have to be a **_superhero_** and undershare your strengths. You don't have to be a **_superwimp_** and undershare your weaknesses. You don't have to be a **_superjerk_** and overshare your strengths. And, you don't have to be a **_superservant_** and undershare your strengths. You can balance all these and become one. Balanced. A person of integrity. The **7R Model** was designed as an easy reminder for Vinciple Leadership.

How does a Founder & CEO practical embrace this concept of "Vincible Leadership" rather than "Invincible Leadership?" The 7Rs will help you.

1. **RECOGNIZE** why you may be wrong, failed, or made a mistake.

2. **REVEAL** this in an appropriate and relevant way.

3. **RECEIVE** feedback.

4. **REFLECT** on your feedback.

5. **RELAY** your gratitude.

6. **READY** yourself for reciprocity.

7. **RESPOND** with warmth and caring.

If you are too strong and you appear impenetrable, then there is a gap between your heart and the heart of your team members. When was the last time you said, "I don't know...maybe we can find out together?" Or, "I was wrong?" Or, "I'm sorry?" You must recognize the absolute necessity of the ARC of Vulnerability. Or, Vulnerability - Appropriately, Relevantly Communicated. You might be surprised by the reciprocal vulnerability you get in return. That helps create trust – the bedrock of your culture. You CAN do it. Dare to share. Be a Vinciple Leader. Your awesome culture depends on it.

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