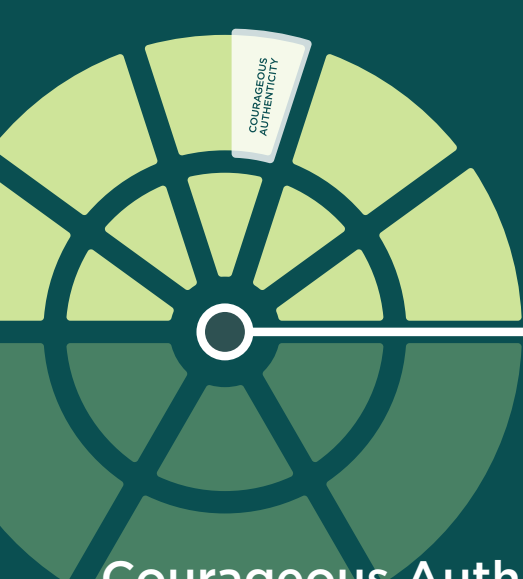




SURFACING CREATIVE LEADERSHIP

COURAGEOUS AUTHENTICITY

Courageous Authenticity is the capacity to speak truth with compassion, to surface what others avoid, and to engage in hard conversations in service of stronger relationships and outcomes.

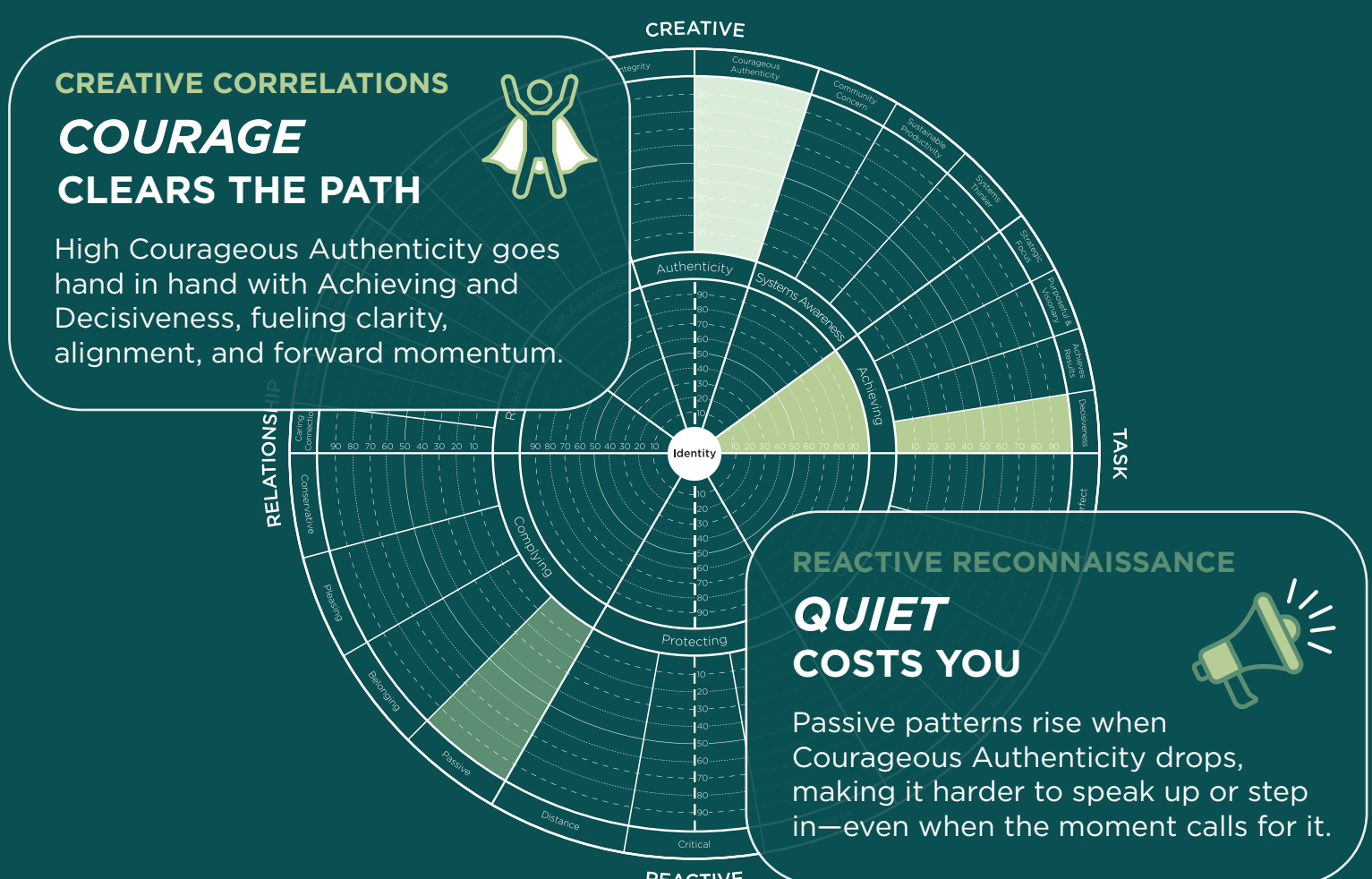
High scores signal that you:

- Share what you think and feel with honesty
- Give clear, complete, and timely feedback
- Take responsibility for your part and admit mistakes
- Advocate for needed but unpopular perspectives
- Stay authentic, even when the stakes rise

$r = .62$

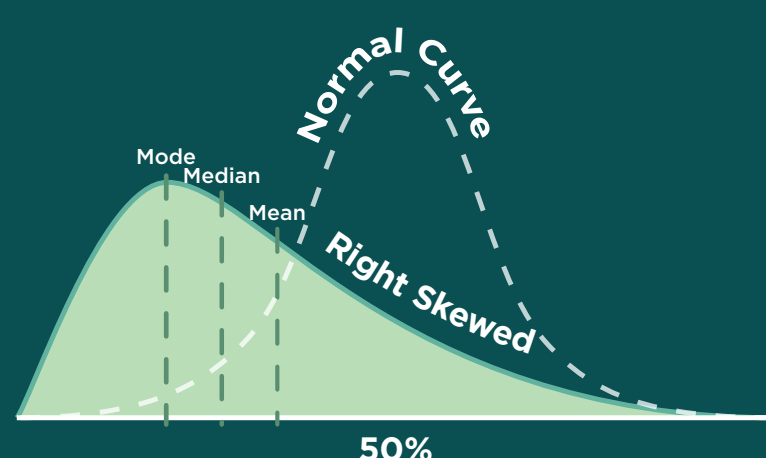
Courageous Authenticity is a strong driver of leadership effectiveness. When your voice and your values align, your impact becomes undeniable.

CORRELATIONS WORTH NOTING



WITH GREAT POWER COMES GREAT RESPONSIBILITY

Higher-level leaders are more likely to be perceived as courageously authentic than lower-level leaders—14% more likely. That matters because CEO actions ripple throughout the organization. When influence is amplified, impact grows.



RARE COURAGE CREATES REAL ADVANTAGE

Scores in Courageous Authenticity are "right skewed"—meaning more leaders cluster on the low end of this Creative trait. Strengthen it, and you'll put yourself squarely ahead of the curve.

TIPS FOR LEADERS

Know Your Why

Clarify your purpose before speaking up to ensure your actions serve the work.



Connect With Your Values

Let what you stand for guide what you say.



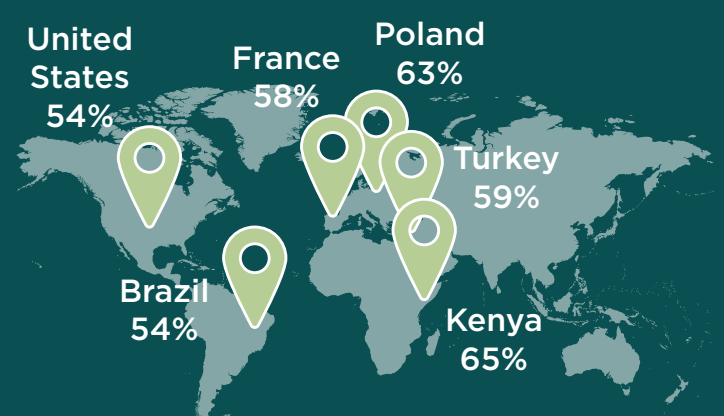
Try Small, Safe Experiments

Practice one bold moment at a time to build confidence and skill.



ROOM FOR IMPROVEMENT

Scores for Courageous Authenticity differ globally, but even the highest-ranking countries leave plenty of room to lead with courage.



THE DATA IS CLEAR:

Speaking the truth with care isn't risky; avoiding it is. Say the hard things with heart. Leaders who own their voice own their impact.



SURFACING
CREATIVE LEADERSHIP

LEADERSHIP
CIRCLE