



Transformational Change Leadership - Bringing the Professional World Alive

“Being Vulnerable is a KEY to Innovation”

Presented to the Fall 2019 Conference for the Association of Animal Welfare Advancement

"We do things right and we do things well." Guiding principles of all organizations center on the quality and integrity of the service or product being delivered. In contrast then, for most organizations the word "fail" brings about an instantaneous reaction of "something to avoid". The extent your organization promotes or chastises failure is in direct correlation with innovation, creativity, trust, collaboration, growth, and resiliency.

What do I really want?

What does Courage Look Like?

What does “Being All In” mean?

What does Vulnerability Feel like?

Courage, Innovation, Failure and Vulnerability are all related!!

Example Failure	People?	Actions?

Your Fails:



Organizational Fails: -

_____ -Based Culture	_____ -Based Culture

Reference: The Daring Way™ – created by Dr. Brené Brown

Your Organization’s Mission or Vision: -

For **SUCCESS**, we must have _____;
 ...
 for _____ we must _____;
 ...
 to _____ we must _____;
 ...
 to _____ we must be _____.

Think of a professional example when you felt it was not okay to say or do what you believed in? Why did you feel that way? What actually happens when someone makes a mistake in your organization?

4 elements of trust:

Which one is missing in some of your relationships today?

Reference: “The Thin Book of Trust” – Charles Feltman

The missing piece: Defining Vulnerability

Vulnerability is defined as...

There are 6 MYTHS to vulnerability that cause us to avoid it wherever possible (i.e. not take risks).

- 1) Vulnerability is _____. *It is actually our most accurate measure of _____.*
- 2) I _____ vulnerability. *Do you do vulnerability with _____ or does it do you?*
- 3) I can _____. *Actually, the _____ of connection is vulnerability.*
- 4) You can engineer the _____ and _____ out of vulnerability.
- 5) _____ comes before vulnerability.
- 6) Vulnerability is _____.

Reference: "Dare to Lead" – Dr. Brené Brown

So, what does a culture that...

- Doesn't support courage, connection and compassion,
- Reinforces fear, blame, and disconnection,
- Doesn't realize (or care) when trust is broken,
- Isn't actively working to do repair broken trust vs. armor up and dig heels in even deeper,
- Reinforces to employees that vulnerability is weakness, and weakness should be avoided,
- Says they want innovation, but really punishes those that take risks that fails,

...actually cost your bottom line? And what could happen if

My Biggest Take Away is...

My Commitment is...