



organization for business owners and leaders. *Do I qualify?*

### 3. Demonstrate Vulnerability

Leaders who demonstrate vulnerability are often perceived as honorable and credible. There are few greater virtues than being regarded as someone who's fair and does the right thing—not discretionarily, but always. Owning and acknowledging mistakes can feel uncomfortable for leaders used to presenting a polished, perfectionist front. Embracing this discomfort can reinstate trust and spur opportunity. - Merilee Kern, The Ascendant Group

### 4. Speak Directly To Your Audience

Make sure you drop any corporate PR and speak directly to your audience. Create LinkedIn posts, start a vlog, let people in and build your following back with authenticity. - Adam Shaw, WT Partnership (North America)

### 5. Embrace Sincerity And Care

Embrace sincerity and care as guiding principles in all

SHOP SHOP SHOP SHOP SHOP SHOP

## TRENDHIM