



MASTERCLASS

WITH YAW ANIM BARNAFO

TOPIC:

LEADERSHIP
(LEADING SELF)

WEDNESDAY, 9TH OCT.
1:15 PM



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Why Leadership Matters For Your Business Success

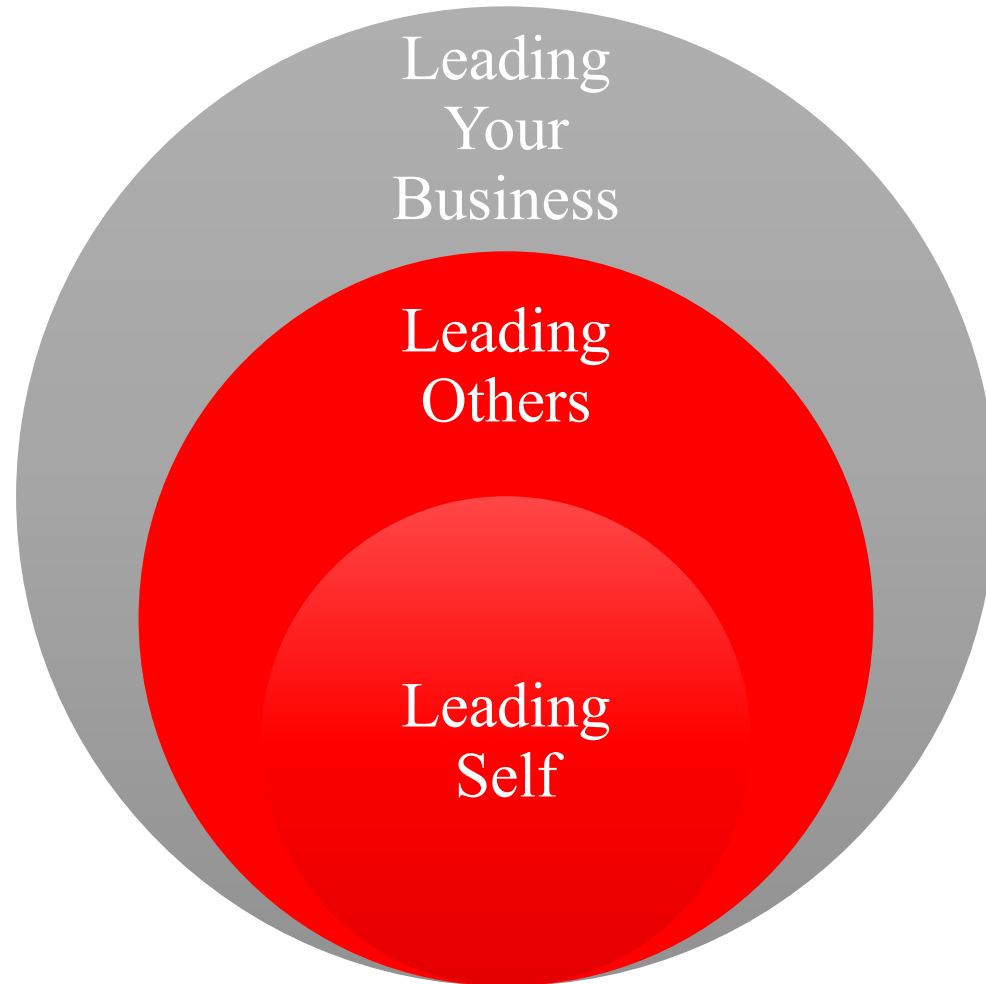


One Of The Main Reasons That Many Businesses Fail Is **LEADERSHIP**

- Business owners are not focused.
- Business owners don't have the requisite knowledge and skills.
- Owners do not manage their teams effectively.
- Owners do not create an appropriate culture for the company.



Leadership Is Required At Different Levels



Session 1: Leading Self

**“You can’t lead another until you
can lead yourself.”**

Taaka Awori

The 5 Steps To Leading Self



1. Know Your Why and What

2. Have a Plan

3. Get Comfortable with being Uncomfortable

4. Develop & Invest in Yourself

5. Embrace Failure

1. Know Your Why And What

- ✓ Be clear on why you have gone into business.
- ✓ Specify what you are trying to achieve.
- ✓ Be clear on your values.
- ✓ Use your what, why & values to inform the choices you make.



2. Have A Plan

- ✓ Develop a plan that guides your action.
- ✓ Don't let the fact that you can't see *How* to achieve your dream stop you from developing a plan for the first step.
- ✓ You will be guided on your next steps.
- ✓ Have a team that holds you accountable on milestones on that plan.



3. Get Comfortable With Being Uncomfortable

- ✓ Running a business will force you out of your comfort zone.
- ✓ However, your growth and your businesses' growth happens outside of your comfort zone.
- ✓ Practice courage where you act not without fear but in spite of your fear.



4. Develop & Invest In Yourself

- ✓ Your business cannot grow if you are not growing.
- ✓ Ensure you are constantly learning and getting better.
- ✓ Invest time and resources in learning new skills and gaining knowledge
- ✓ Take self-care seriously, seek *BALANCE*.



5. Embrace Failure

- ✓ Sometimes things will not work out exactly as planned.
- ✓ Redefine failure as learning moments.
- ✓ Develop resilience.
- ✓ Get your support team in place.
- ✓ Practice learned optimism.



You don't have to do it alone
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