

STRONG GROUND

A *dare to lead* BOOK

ARMORED LEADERSHIP <i>Leading from Self-Protection</i>	Vs.	DARING LEADERSHIP <i>Leading with Grounded Confidence</i>
1 Being a knower and being right		Being a learner and getting it right
2 Tapping out of hard conversations		Leaning into vulnerability and skilling up for hard conversations
3 Using shame and blame to manage ourselves and others		Leading ourselves and others from a place of empathy, accountability, and learning
4 Fostering a scarcity-driven culture (“There is never enough _____”)		Committing to and modeling “We are enough, and we have enough.”
5 Professing values		Practicing values
6 Driving a “fitting in” culture		Cultivating a belonging culture
7 Leading for compliance and control		Leading for commitment and shared purpose
8 Leading reactively		Leading proactively and strategically
9 Resisting change		Accepting and embracing change, including productive urgency, strategic risk-taking, and agility
10 Getting stuck in and owned by failures, setbacks, and disappointments		Owning our failures, setbacks, and disappointments through open discussion, learning from them, and embedding the learning in our work and our teams
11 Perceiving leadership as being served by others		Understanding leadership as serving others

Brené Brown, *Strong Ground* (2025)

© 2025 Brené Brown, LLC | All rights reserved