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A Template for Constructing Your Own Super Objective

If you want to live a life of impact, feel engaged, and get your best results, then complete this exercise. There are no wrong answers; just be honest with yourself. You deserve to know what drives you, and the people in your life are worthy of the impact that only you can have.

To begin the process of uncovering your Super Objective, it's critical to first, as poet Anne Sexton says, "Put your ear down close to your soul and listen hard." To identify what drives you at your core, you must first know why you care.

Part 1 – Why do you care?

- Why do you personally care about what your organization is up to (vision, mission, values)? About the work you do? About the products or services you offer? About the people you serve?
- If you have direct reports or lead a team, why do you care about them as their leader?
- What matters most to you?

Part II – What is the impact you want to have?

- If you lead others – or want to lead others – what is the impact you want to have on your team or direct reports?
- What is the impact you want to have on your colleagues?
- What is the impact you want to have on your customers or people you serve or the public?
- What is the impact you want to have on your division, organization, culture or industry?

Put a star next to the group that you find most exciting – where you personally want to have the biggest impact?

Part III – Design your Super Objective

A Super Objective

- Inspires action
- Acts as a filter
- Helps maintain focus

A Super Objective should be...

- *Focused outside yourself* – on who or what you want to impact (your direct reports, your division, your culture, the organization, your community, etc.)
- *Active* – active language inspires action (use active verbs)
- *Clear* – paint the picture

Crafting your Super Objective

Think about the impact that you personally want to have as a leader outside yourself. Who or what do you care about most? Where do you get your energy? From the individuals who report to you? From your team? The public? The organization? Your community? What do you do to have this impact? Consider what actions most closely hit on what you're personally up to as a leader and who or what you want to impact.

Examples:

- I want to sow the seeds of confidence for students.
- I want to build a culture of commitment.
- I want to create customer evangelists.

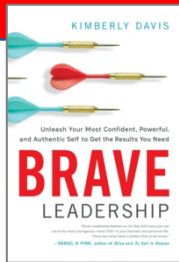
Tips:

- Limit yourself to no more than two actions or groups you want to impact. You should be able to take mindful consistent action around your Super Objective in every situation you face.
- Use language that means something to you personally and ignites energy within you. Stay away from jargon. A Super Objective is designed to ignite energy *within* you, not market you to someone else.
- You should know when you're doing it and when you're not.
- Keep it simple. Brief, concise language is more actionable.

Part IV – Write your Super Objective



For additional tools, videos, and support to identify, activate, and keep your Super Objective alive, go to: www.braveleadershipbook.com



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Uncover Your Super Objective: Worked-Out Example

Part 1 – Why do you care?

- Why do you personally care about what your organization is up to (vision, mission, values)? About the work you do? About the products or services you offer? About the people you serve?
I've never been one to just go to work to get the paycheck. I've always been motivated by a sense of purpose. Why would I want to spend 8+ hours working a day and not feel motivated by what I was doing and trying to accomplish? Teaching is a noble profession. We're doing this work to help shape young people, to help them believe in themselves, and to help them become tomorrow's problem solvers. I can't think of more important work.
- If you have direct reports or lead a team, why do you care about them as their leader?
I can't get this work done alone. I don't want to feel like I'm just a station on an assembly line, and I don't want that for them. I want to be part of a conscious community, and I want that for my team – to feel like we're all pulling together toward fulfilling the mission.
- What matters most to you?
The inherent potential we all have inside of us.

Part II – What is the impact you want to have?

- If you lead others – or want to lead others – what is the impact you want to have on your team or direct reports?
I want my team members to feel safe to speak freely. I want them to be avid thinkers – to lead in their own right. I want them to be proactive – not passive recipients of my direction.
- What is the impact you want to have on your colleagues?
I want to be someone they feel comfortable with – to share insights and concerns.
- What is the impact you want to have on your customers or people you serve or the public?
I want our kids to hold their heads high and believe “Yeah, I can do this.”
- What is the impact you want to have on your division, organization, culture or industry?
We can't change all of education, but we can change our own little universe – our district, my school* – for the better.

Part III – Design your Super Objective

Drafts:

- ***I want to sow the seeds of confidence for students.***
- ***I want to build a culture of commitment.***
- ***I want to create customer evangelists.***

Part IV – Write your Super Objective

I want to unleash the inherent brilliance in people.