

TRUE LEADERSHIP BEGINS WITH AUTHENTICITY — I CHOOSE TO BE ME.



I was 23 when I was assigned my first leadership role in a company. I still remember feeling scared and asking myself, “What am I supposed to do with these people?” Not knowing any better, I decided to just be myself. I was young, and so were they — and the approach worked! Time went by, and along the way I met some truly wonderful leaders — and some not-so-great ones. But from all of them, I learned, grew, and continued to refine my leadership skills.

From that young woman, I grew into the CEO of a bank and now serve on the managing boards of two financial institutions, while also leading my own businesses. I’ve had the honor of serving on various supervisory boards as well. I’m wiser now, with much more experience — and yes, **I still choose to be me, every single day.** Guess what? The approach is still working!

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LEADERSHIP PRINCIPLES THAT SHAPED ME.



1. Believe in yourself and dare to show up as yourself — you'll never succeed at being anyone else anyway.
2. Continuously work on yourself to become a better version of who you are.
3. Lead from the heart, always remembering that you are leading human beings — so treat them the way you would want to be treated.
4. Understand that a leadership role is not a trophy — it is a responsibility to serve with humility, integrity, and care.
5. Be honest, fair, and transparent with those you lead.
6. Get out of your comfort zone — it's actually a danger zone that won't take you anywhere.
7. Have a positive mindset. Think in terms of solutions, not problems.
8. Be proactive, take responsibility, and be accountable for your actions.
9. Celebrate your achievements — no matter how small. This will keep you and your team motivated.
10. Dare to dream and turn those dreams into purposeful visions that inspire others to join your journey.
11. Build a winning team by surrounding yourself with talented, empathic, and trustworthy individuals.
12. See potential in others, even when they don't see it in themselves. Build bridges and help them grow into their best selves.
13. Create a safe environment where people feel included and can express themselves without fear of retaliation.
14. Set the right tone and lead by example.
15. Shine your light — and allow others to shine theirs.

Let's make a difference in this world
— one authentic leader at a time.

PAY IT FORWARD.