



# 7 STEPS TO LEAD With Confidence

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HELLO FRIEND,  
*I'm Kathy!*

*Follow me on* 



- Wife, Bonus Mom, Daughter, Sister, Friend
- Co-Owner, The Salvaged Boutique – 2013
- Founder + CEO, Savvy Shopkeeper – 2016
- Retired from Law Enforcement Career – 2017
- Coffee drinker, introvert, beach lover and recovering, yet aspiring runner

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QUESTIONS &  
DIALOGUE  
ARE WELCOME!

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# 1. ENSURE EVERYONE HAS A CLEAR ROLE DESCRIPTION

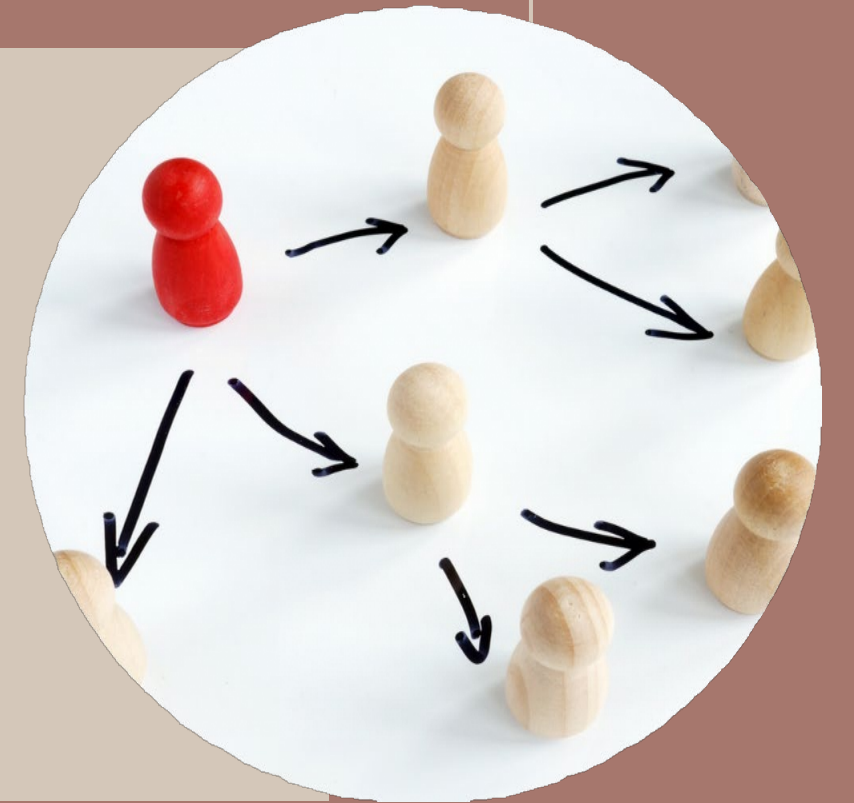
2. ENSURE EVERYONE  
HAS CLEAR MEASURES  
OF SUCCESS





### 3. CONSISTENTLY BE CLEAR ABOUT DEADLINES, BENCHMARKS, AND DEFINING SUCCESS

## 4. DELEGATE TO TRANSFER OWNERSHIP, NOT JUST TO GET TASKS DONE





## 5. REVIST EXPECTATIONS, GOALS, AND BEHAVIOR REGULARLY

## 6. PROMPTLY ADDRESS PERFORMANCE ISSUES





## 7.CONDUCT HONEST CONVERSATIONS OFTEN

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LEADERSHIP AND LEARNING ARE  
INDISPENSIBLE TO EACH OTHER.

-JOHN F. KENNEDY

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# 7 Steps to Lead With Confidence



- 1) Clear Role Descriptions
- 2) Clear Measures of Success
- 3) Deadlines, Benchmarks, and Defined Success
- 4) Delegate to Transfer Ownership
- 5) Revisit Expectations, Goals, and Behavior
- 6) Promptly Address Performance Issues
- 7) Conduct Honest Conversations Often

*Kathy Cruz*  
Kathy Cruz



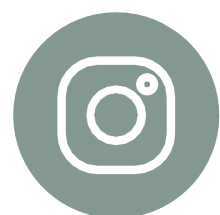
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