

How Leaders Lead»

with David Novak

The *5-Day* Leadership Tune-Up

Simple Strategies for Busy Executives

Be a Stronger, More Confident
Leader in Just One Week

Featuring daily inspiration and practical takeaways from:



Want to Unlock Your Leadership Potential?

Do you feel like your leadership skills aren't quite where they need to be?

It might feel like...

- » **"Imposter syndrome,"** like you're not really qualified to be in charge
- » **Your team energy is low,** just going through the motions without much purpose
- » **Restlessness,** like you've got more to offer but have no idea how to gain the leadership experience you need
- » **Burnout** from rushing from one thing to the next with no chance to catch your breath

Most people are so busy with their day-to-day responsibilities that the idea of developing their leadership skills feels like a luxury they can't afford.

But regardless of what feeling has brought you here, one thing is for certain:

You deserve to grow as a leader.

And here's some good news: it doesn't have to be time-consuming. You don't need a 6-week intensive workshop or eighteen business books you'll probably never read.

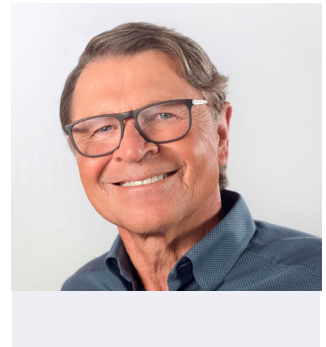
You just need a little guidance. And that's exactly what this resource is designed to provide.

Spend five minutes a day, for five days, and see for yourself just how much you can elevate your leadership skills without spending a ton of time.

Meet the Author

Before we go too much further, let me introduce myself. I'm **David Novak**, and I'm on a mission to make the world a better place by developing better leaders. I'm the former CEO of Yum! Brands (that's KFC, Pizza Hut, and Taco Bell), which I helped grow from \$4 billion to \$32 billion in revenue.

I also host a podcast called ***How Leaders Lead*** featuring personal conversations with some of the world's top leaders in business, sports, public service, and more. In fact, ALL the quotes and leaders featured in this resource come straight from the personal conversations I've had with them on my podcast.



How to Use This Resource

1. **Prep** *Read this introduction and print the entire guide.*
2. **Schedule** *Block out five minutes on your calendar for the next five days.*
3. **Engage** *Just read and answer a few reflection questions each day.*
4. **Grow** *Get big insights and takeaways to accelerate your growth as a leader!*

Ready to Get Started?

Here's the hard truth. If you ignore your own leadership development, it can catch up with you. Eventually:

- You can't rally your team to accomplish the big things you really want to get done
- Your team members disengage and quit – either quietly or officially
- You dread going to work because you just don't feel confident and credible
- You miss career opportunities because you "aren't leadership material"

In short, not prioritizing leadership development can undermine everything else you've worked so hard to accomplish.

Fortunately, you've got what you need to kickstart your leadership development in less time than you think. So let's get started!

“If you admit that you don’t know everything and that you are going to make mistakes, people will play harder for you.

– Peyton Manning, NFL Hall of Fame Quarterback

Learn

Great leaders understand the power of being authentic.

Sometimes, leaders try to project an idealized, “in charge” persona. It almost always backfires as people sense something is off.

Instead, recognize who you are as a leader. Have the self-awareness to know both where you excel and where you don’t have all the answers.

When your team sees that you’re authentic and vulnerable, they’ll trust and respect you more. You’ll build an atmosphere of transparency. Even better, you’ll build a stronger, more engaged team – because you’ve given them the opportunity to find the answers together.

Reflect

- What are the key strengths and weaknesses that define who I am as a leader?
- Am I comfortable showing vulnerability in front of my team?
- What core values underpin my leadership style, and how are they reflected in my actions?

Apply

What actions does this takeaway prompt for you?



Did you know? Peyton Manning co-owns a bourbon brand built around a strange tradition at a public nine-hole golf course in Tennessee. Hear how it developed – and lots more – when you listen to my conversation with Peyton Manning on How Leaders Lead:



“Growth and comfort never coexist.

– Ginni Rometty, Former Chairman, President, and CEO of IBM

Learn

Great leaders embrace challenges as opportunities to grow.

If you want to learn and improve as a leader, you can't just stick to what feels easy.

Instead of shying away from challenges, embrace them as opportunities. Those difficult moments give you a chance to push yourself, learn new skills, and build stronger bonds with your teammates.

By getting out of your comfort zone and facing discomfort head-on, you'll reach your full potential and reach your goals, too.

Reflect

- What areas of my leadership life feel a little too comfortable right now?
- What does getting out of my comfort zone look like? What specific things could I do?
- What growth might be possible if I did those things?

Apply

What actions does this takeaway prompt for you?



Did you know? Ginni Rometty grew up as the daughter of a single mom on welfare and became the first woman to be named CEO of IBM. Hear how her upbringing shaped her – and lots more – when you listen to my full conversation with Ginni on How Leaders Lead:



“When you make a decision, that’s the only decision there is. And by definition, it’s the right decision.

– Uri Levine, Cofounder of Waze

Learn

Great leaders back their decisions with conviction.

Leaders have to step up and make clear, confident decisions – especially when those decisions are tough. If you second-guess yourself, your team will suffer from a lack of clarity and confidence.

When you make a decision, own it. You’ll create more trust and stability for your team. Plus, you’ll have the commitment you need to persevere through obstacles and challenges when they arise.

Of course, it’s OK to pivot when it’s necessary. But often, having conviction can MAKE your decision the right one after the fact – simply because you went all in on it.

Reflect

- What are my strengths and weaknesses as a decision-maker?
- What factors have influenced my decision-making in the past?
- What might make me want to back down from or hedge a decision?

Apply

What actions does this takeaway prompt for you?



Did you know? Uri Levine is one of just a few people to become a “duocorn” – someone who’s grown not one but TWO startups to a one billion dollar valuation. Hear how he did it – and lots more – when you listen to my conversation with Uri Levine on How Leaders Lead:



“Listening is a contact sport.

– Frank Blake, First CEO of The Home Depot

Learn

Great leaders listen with empathy and interest in order to build trust and discover new insights.

Listening isn't just about hearing the words someone's speaking.

It's about actively engaging in the conversation and making a connection with the person you're speaking with. It's about showing empathy and acknowledging the other person's perspective.

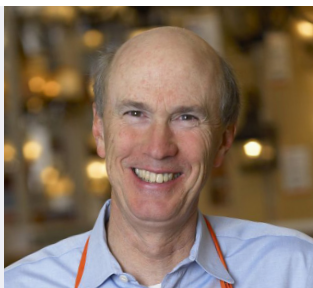
Just like a contact sport requires physical interaction, listening requires an emotional connection between two people. When your team members feel heard, you'll build more trust and uncover important insights, too.

Reflect

- How often do I interject during conversations, and why?
- Do I carry assumptions or biases that keep me from truly understanding others?
- How can I listen better to my customers, employees, and partners?

Apply

What actions does this takeaway prompt for you?



Did you know? Frank Blake worked for George H.W. Bush during his tenure as Vice President. He picked up a habit from the VP that became a signature style in his leadership at Home Depot. Learn what it was – and so much more – when you listen to my full conversation with Frank Blake, on How Leaders Lead:



“*The important thing in leadership is to recognize leadership characteristics in other people.*

– Condoleezza Rice, Former U.S. Secretary of State and National Security Advisor

Learn

Great leaders raise up other great leaders.

Great leaders don't just focus on their own success. They also help others develop as leaders, too. They invest time and effort in their team members. They provide feedback and support. And they're intentional about creating a culture of learning and growth.

If you're trying to grow as a leader by getting more followers, you've missed the point. Instead, develop other leaders. When you do, you'll create a strong, capable team that can achieve even greater success together.

Reflect

- How can I identify and cultivate the strengths of my team members?
- What opportunities can I provide for them to practice leadership skills?
- How can I provide feedback and support them through challenges?

Take Action

What actions does this takeaway prompt for you?



Did you know? One time, Condoleezza went from chairing a National Security Advisory Meeting to performing with Yo-Yo Ma in front of the President ... a mere 45 minutes later! Hear her tell the full story – and get lots more leadership wisdom – when you listen to my full conversation with Condoleezza Rice on How Leaders Lead:



Congratulations!

With just a few minutes a day for these last five days, you've done the crucial work of developing your own leadership skills.

I absolutely love learning from other leaders! And I hope the big ideas and takeaways from these great leaders have inspired you, too. I also hope:

- » You've realized it doesn't take a lot of time to make leadership development a part of your work life
- » You've come up with some great ideas to apply these principles in your organization
- » You've gotten a boost of energy and confidence that you have what it takes to lead well (because you do!)

Here's the sad truth: most people in leadership roles don't take the time to become better leaders.

As a result, their teams never get dialed in. They fail to tap into the ideas they need to improve their organizations. And they fall short of the big goals they have.

Fortunately, that's not the path you're on!

And if you want to continue with your progress and keep investing in yourself, I invite you to subscribe to the How Leaders Lead podcast. Each week, you'll hear from some of the world's greatest CEOs and leaders about how to level up your leadership skills and build a stronger, healthier organization. The guest roster features leaders like Brian Cornell, CEO of Target; Jamie Dimon, CEO of JP Morgan Chase; NFL Quarterback Tom Brady and more.



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