



Happy Tuesday, \${UD:FIRST_NAME}!\$!

We spend a lot of time talking about becoming better leaders.

- Read the book.
- Take the assessment.
- Attend the conference.
- Get the certification.
- Ask for feedback.
- Work on your emotional intelligence.
- Develop your communication skills.

And I believe in all of it.

You already know how I feel about lifelong learning.

But at some point, leadership has to become about more than your development.

Because one of the most important questions we can ask ourselves as leaders is:

Who is becoming a stronger leader because I am leading them?

Sit with that one for a minute.

Because if all of our leadership development stops with us...

What are we actually developing?

Leadership Lesson: True Leaders C.R.E.A.T.E. More Leaders

One of my core leadership beliefs is:

True Leaders C.R.E.A.T.E. More Leaders.

Not more followers.

Not more people who need us to make every decision.

Not people who can only succeed when we're in the room.

More leaders.

That's an important distinction.

Leadership isn't only about how well you perform.

It's also about what happens to the people around you because you were there.

- Are they more confident?
- Are they making stronger decisions?
- Are they using their voice?
- Are they taking ownership?
- Are they willing to challenge an idea respectfully?
- Are they learning to lead without waiting for permission?

That's leadership development, too.

C.R.E.A.T.E. Isn't Just an Acronym

When I developed my C.R.E.A.T.E. framework, I wanted it to reflect what leaders actually do to create environments where other people can grow:

C — Cultivate

Create the conditions where people have an opportunity to learn, contribute and grow.

R — Respect

Recognize that leadership doesn't require everyone to think, communicate or lead exactly like you.

E — Empower

Give people real opportunities to make decisions, use their judgment and take ownership.

A — Acknowledge

See people's contributions. Recognize their growth. Give feedback that helps them understand both what they're doing well and where they can improve.

T — Transform

Help people move beyond where they are today into what they're capable of becoming.

E — Engage

Stay connected. Ask questions. Listen. Create opportunities for people to participate rather than simply receive direction.

And here's the part that can be difficult for some leaders:

If you are developing people well, they should eventually need you differently.

Maybe less.

Whew. 😊

Are You Developing—or Just Delegating?

There **is** a difference.

Delegating says: **“I need you to do this.”**

Developing asks: **“What can you learn by doing this?”**

Delegation gets something off your plate.

Development intentionally puts something on someone else's plate because they're ready—or almost ready—to carry it.

And yes, that can be uncomfortable.

Because sometimes it's faster to do it yourself.

Sometimes you know you'll do it better.

Sometimes watching someone learn means watching them do something differently than you would.

And sometimes developing another leader means giving up being the person everybody comes to for everything.

That last one?

I'm Just Saying! 😊

Put It Into Practice: The Leadership Development Check

Think about the people you lead, mentor, manage, teach, or influence.

Ask yourself:

- **Who am I intentionally developing right now?**
- What responsibility could I give someone that would stretch them without setting them up to fail?

- Where am I giving answers when I could be asking better questions?
- Who needs feedback from me that would help them grow?
- Am I creating space for someone else's voice—or automatically using mine?
- What am I still holding onto because I like being the one who knows how to do it?

And finally:

If I stepped away tomorrow, who would be more prepared to lead because I was here?

That question isn't about making yourself replaceable.

It's about making your leadership transferable.

Visual Reminder



Sometimes developing other leaders means creating the space, stepping back, and letting them do the work.

What I'm Learning

This one has been showing up in my own life and business, too.

I've had to think about where I am the person moving things forward—and where I may actually be the bottleneck.

There are things I know how to do.

Things I've always done.

Things I can probably do faster myself.

But leadership doesn't mean proving I can carry everything.

Sometimes leadership means building the systems, communicating the expectations, giving someone else the opportunity—and then getting out of the way long enough for them to do it.

I'm still learning this one.

Brick by brick. 😊

Where I'm Showing Up

Tomorrow, I'll be in DeKalb, Illinois, for Nonprofit Day, where I have the privilege of serving as the keynote presenter and leading a breakout session.

And I'm looking forward to being in a room with nonprofit leaders because so much of their work is about creating impact that extends beyond any one person.

That's also what leadership development should do.

Our impact shouldn't end with us.

I'll share more after the event—and I'm sure I'll come home with a few lessons of my own.

Want to Develop More Leaders in Your Organization?

If this newsletter has you thinking about the leaders in your organization—and whether you're intentionally developing them for what's next—perhaps there's a conversation we should have.

I work with organizations through keynotes, leadership workshops, retreats, and development experiences focused on communication, emotional intelligence, trust, feedback, difficult conversations, and how leaders show up for the people they lead.

[Schedule a Leadership Conversation](#)

I'd Love to Hear From You

Think about someone who helped develop you as a leader.

What did they do that made a difference?

Did they give you an opportunity?

Ask you a question?

Tell you something you didn't necessarily want to hear?

Trust you before you fully trusted yourself?

Hit reply and tell me.

I'd love to hear about the person who helped you become a stronger leader.

Who Comes to Mind?

And maybe that person needs to hear it, too.

If someone came to mind while you were reading this, consider forwarding this edition to them with two simple words:

Thank you.

Sometimes people don't know the impact their leadership had on us until we tell them.

One Final Question Before You Go...

Who is becoming a stronger leader because you are leading them?

Closing

Leadership isn't only about becoming better ourselves.

At some point, what we've learned has to travel.

Someone else should become more confident.

More capable.

More willing to use their voice.

More prepared to lead.

Because we were willing to cultivate, respect, empower, acknowledge, transform, and engage them along the way.

True Leaders C.R.E.A.T.E. More Leaders.

And that's a legacy worth building.

Show Up. Do You.

With appreciation,
Paula R Jenkins
paula@lfsconsult.com
Founder, The Live By Example Speaker
"Everything Begins and Ends with Communication."

P.S. Know someone who would enjoy one honest leadership conversation every Tuesday? Forward this email and invite them to join our Leadership Unscripted community.

*If someone forwarded this newsletter to you, I'd love to invite you to join our community. Every Tuesday, Leadership Unscripted is one conversation designed to help leaders communicate with more confidence, authenticity, and emotional intelligence. **Click here to subscribe***

Newsletter Archives:

Have you missed a newsletter? You can find all past editions here:

👉 [View the Newsletter Archives](#)



Facebook



Twitter



LinkedIn



Youtube



Instagram

LFS Consulting LLC, PO Box 118, Lake Villa, IL 60046

You are receiving this email as you signed up for our newsletters.

Want to change how you receive these emails?

You can [Unsubscribe](#) or [Update your preferences](#)