



Happy Tuesday, \$[UD:FIRST_NAME|]\$/

My first thought was, “Shi%.”

Very professional. Very leadership development speaker. Very human. 🤖

Two weeks ago, this newsletter went out a day late because I thought I had scheduled it. I hadn’t.

Then last week, I didn’t update all the preview language from the previous edition.

When I noticed, my next thought was, “Oh well. Can’t do much about it now. I need to be more careful next time.”

Then came the reminder:

Paula, you should have been looking at the SOP.

The standard operating procedure. The instructions that were already there to help me do the thing I was trying to remember how to do.

I’m handling newsletter production myself now, and yes, I’m missing my intern!

Between events, travel, and reaching out about speaking opportunities, there’s plenty competing for my attention.

But “I’ll be more careful” needed to become something specific: use the instructions.

That got me thinking about what we say when someone on our team misses a step.

“Pay closer attention.”

“Be more careful.”

“Make sure it doesn’t happen again.”

Okay. But how?

Sometimes someone needs a clearer process. Sometimes the process needs updating. And sometimes, as in my case, we need to use the one we already have.

Accountability gets more useful when we name what we’ll do differently.

This week, think about one mistake you keep telling yourself—or someone else—to stop making. Identify the step, tool, or instruction that could help prevent it.

Everything begins and ends with communication, including what we mean when we say, “I’ll do better.”

When you say “next time,” have you named what you’ll actually do differently?

Show Up. Do You.

Paula R Jenkins

Visual Reminder



Sometimes I’m the one who needs the reminder. 🤖

Let’s bring this conversation to your organization.

Clear expectations and useful feedback help leaders turn “do better” into action. I’m booking speaking engagements, workshops, and leadership retreats for the remainder of 2026 and for 2027.

Reply to this email and tell me what your leaders are navigating.

My book, Show Up Like You Mean It: Living, Leading, and Speaking Your Truth, offers more opportunities for reflection and conversation.

Explore the book.

Reading with your team or book club? Reply to request the companion discussion guide.

If someone forwarded this newsletter to you, you’re welcome here. Every Tuesday, Leadership Unscripted offers one conversation to help leaders communicate with more confidence, authenticity, and emotional intelligence.

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