



INSPIRATION

“The first responsibility of a leader is to define reality. The last is to say thank you.”
-Max DePree

What does it mean to define reality? I continue to reflect on that phrase. Max DePree’s book, *Leadership is an Art*, is all about vision, covenants and leaving a legacy.

It is up to the leadership of an organization to define the reality of the company. Are you going to: be customer service oriented, be employee focused, or focus on your stock price and options payouts? Your leadership defines that reality.

You may read this and say, “But I work in the real world where my boss wants results that translate to stock success.” Are you willing to acknowledge that this is the reality you have defined? You have the power to create whatever company story, culture or reality you want. Consider defining reality in a way that is inspirational to yourself and others.

And don’t forget to say thank you.

-Gina

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