

The World Class

A MANIFESTO

What does it mean to lead? Is it a title? A position? A disposition? Or perhaps, a combination of these? As with all things, leadership can take many forms, and it depends on who you are and what impact you are meant to create.

COURTESY OF OCTAGON BUSINESS GROUP
worldclass@octagongroup.co

Who Are You?

Everything we do is rooted in the concept of personal capacity and potential. If you have the propensity to lead within you, you will know it. You will feel the yearning to make a difference, to take a stand, to speak up for others, to somehow leave this world a better place. Even if life brings you a stray for awhile, that yearning, that pull towards a greater part of you, will always remain. It is the fire burning within you, just waiting to be ignited. For the right opportunity, the right people, the right time, the right moment... to set you free.

For those conditions to appear, the first question that you need to be able to answer is: *Who Am I?* The answer to that question might lead you to challenges and situations that push you to become the greatest version of you; but it should always result in the complete embrace of who you are. Only when you unequivocally accept all the parts of you, and bring them together into one, coherent and consistent person, will the doors of leadership swing open to you. Perhaps, you reading this, is your call to walk through. **Read on.**



What Is Your Impact?

When you know who you are, it becomes easier to know what value you create. Since all value is created from within, it is clear that **who you are matters**. Don't try and fit into a mould, into an expectation or be a person that the world wants you to be just because it is more comfortable not to push the limits of possibility, of expression, or of convention. If you are fearlessly who you are, and love yourself for it, eventually the world will catch on.

When that happens, authenticity will form into impact. Your identity, your message, and your pathways will all become clear. Regardless of your method, strategizing impact is the part that creates momentum and builds roads to actualization. It requires the answer to three questions:

01. WHY ARE YOU CALLED TO LEAD?

Knowing who you are, and what kind of positive change you can create, just by being who you are, is the beginning to knowing why you are called to your form of leadership. It is usually held at the intersection of your greatest strengths, and your greatest heartbreaks - the place of **effective compassion**. As such, owning your full story is usually the right place to start answering this question.

02. HOW DO YOU ANSWER THAT CALL?

Your methods of answering the call to lead, are rooted in your talents, capacities and forms of expression. Maybe your natural instinct is to build companies, or maybe it is to create a piece of artwork. Maybe your response is to serve in the alleviation of some suffering, or maybe it is to use your voice to create change. Whatever it is, **it is worthwhile**; in fact, it is the greatest gift any person can give to the world. When you reach this intersection of authenticity, capacity and value - that is when you can transform the lives that you touch.

The last piece is a question to hold in your heart and mind to know if you are in a place of truth and integrity. Leadership does carry some burdens with it, some aspect of responsibility that you must be ready to assume. But, if it is yours, you will embrace it because that responsibility actually liberates you. It is viewed as an honour and privilege to serve through your natural abilities and passions. It is potential, fulfilled. Realizing the height of who and what you are, that will always set you free. **Does it set you free?**

About the Journey

The leaders journey is often borne of hard won lessons; of struggle, responsibility, sacrifice, and determination, all leading directly to a pathway of integrity. When we talk of integrity we don't mean rules or moral positionality. In fact, every capacity carries with it various facets of integrity that are to be embraced. It could be professional integrity, artistic integrity, informational integrity, relationship integrity, financial integrity, spiritual integrity - *there are many kinds of integrity*. Therefore, it is important not to get too fixated on one specific form of it, but to recognize what is required for your specific form of service and leadership, and also to respect the forms that others are committed to.

Thus, our journeys are centered on this concept, recognizing it as the foundation of all leadership. Often, your form will be matched with the various challenges that you may have experienced in your life, and your triumph is how you will shine your light onto the world at large. Recognizing that within yourself, will create the landscape of resilience and personal power.

Are You Ready?

With this, we ask: *are ready to act?* Is there a fire burning inside you, ready to break through your perceived limitations? If the answer is yes, the World Class just might be your answer. In a world where many seek to hold you back, we are here to push you forward. And yes, you can do it, especially when we do it together.