

Self Leadership

The 3-Step Framework

Adapted from Kevin Kruse. Edited by - Shivaani Talesra

What is Self Leadership?

“Self-leadership is not about achieving perfection or mastering every skill; it’s about embarking on a transformative journey,” Younger explained. “It’s a commitment to grow inwardly so that we can shine outwardly, spiralling upward through self-awareness, resilience, and purposeful action.”

What self-leadership *isn’t*. “Self-leadership doesn’t mean that you must lead in life and at work all by yourself. Involving others is a key to being successful in the journey,” Younger said.

At the core of the three-step self-leadership framework is an invitation to “stop waiting for others to give you the greenlight.” The framework focuses on self-understanding, personal growth and sustainability, and social interaction and influence.

1. Self-Understanding: The Foundation of Leadership

You can’t lead yourself—or anyone else—without knowing who you are.

Understanding Your Intrinsic Worth: Many of us tie our value to external achievements or the validation of others. However, self-leadership begins with recognising that your worth is inherent. When you embrace your value, you build the confidence to face challenges with clarity and conviction.

Q. Ask yourself, if there were no external validations, what would I consider my worth to be?

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Identifying Limitations and Facing Fear: Fear is often the unseen barrier that holds us back. By acknowledging your fears and understanding the message they are conveying, you can begin to address them instead of letting them control you. Similarly, identifying your limitations doesn't make you weaker; it empowers you to lean on others and build more balanced partnerships.

Q. List your strengths, fears and limitations and ask yourself, how can I use my strengths to reframe my fears and limitations to my benefit?

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2. Personal Growth and Sustainability: The Ongoing Journey

Leadership is not a one-time act; it's an ongoing commitment to growth. Self-leadership emphasises prioritising progress over perfection and balancing self-care with continuous development.

Progress Over Perfection: The pursuit of perfection is often paralysing. Self-leadership requires us to shift our mindset to focus on consistent progress. Small, deliberate actions compound over time to create a significant transformation.

Prioritising Self-Care: You can't pour from an empty cup. Resilience isn't about never breaking; it's about building the mental, emotional and physical practices and habits that allow you to recover stronger.

Leaning Into Strengths: When you understand and play to your strengths, you naturally become more effective in everything you do. Strength-based leadership isn't just good for you—it's courage to overcome obstacles and inspire others on the way.

Q. Ask yourself, what is one area in my life where perfectionism holds me back? What will I do to overcome perfection and focus on progress?

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3. Social Interaction and Influence: Shining Outwardly

Self-leadership doesn't stop with personal growth; it extends into how we connect and influence the world around us.

Building Meaningful Relationships: At its core, leadership is relational. Whether you're leading a team or nurturing friendships, strong relationships require trust, open communication, and a genuine desire to uplift others.

Using Your Voice and Being Seen: Self-leadership means stepping into your power and using your voice to advocate for yourself and others. It also means being visible—allowing your authentic self to shine through in a way that inspires those around you.

Giving and Receiving Feedback: True self-leaders welcome feedback as a tool for growth and are intentional about providing it in ways that uplift and empower others. Feedback isn't just about critique; it's about connection.

Q. Ask yourself, How do my actions and words inspire trust and connection with those around me?

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Self-leadership is a dynamic process, not a destination. “As we deepen our self-awareness, embrace sustainable growth, and foster meaningful relationships, we create a ripple effect that transforms not only our own lives but also the communities and organisations we're part of. Self-leadership equips us with the resilience, adaptability, and purpose to navigate uncertainty and lead with confidence.

Kevin Kruse is a New York Times bestselling author of [Great Leaders Have No Rules](#), [15 Secrets Successful People Know About Time Management](#), and [Employee Engagement 2.0](#).

