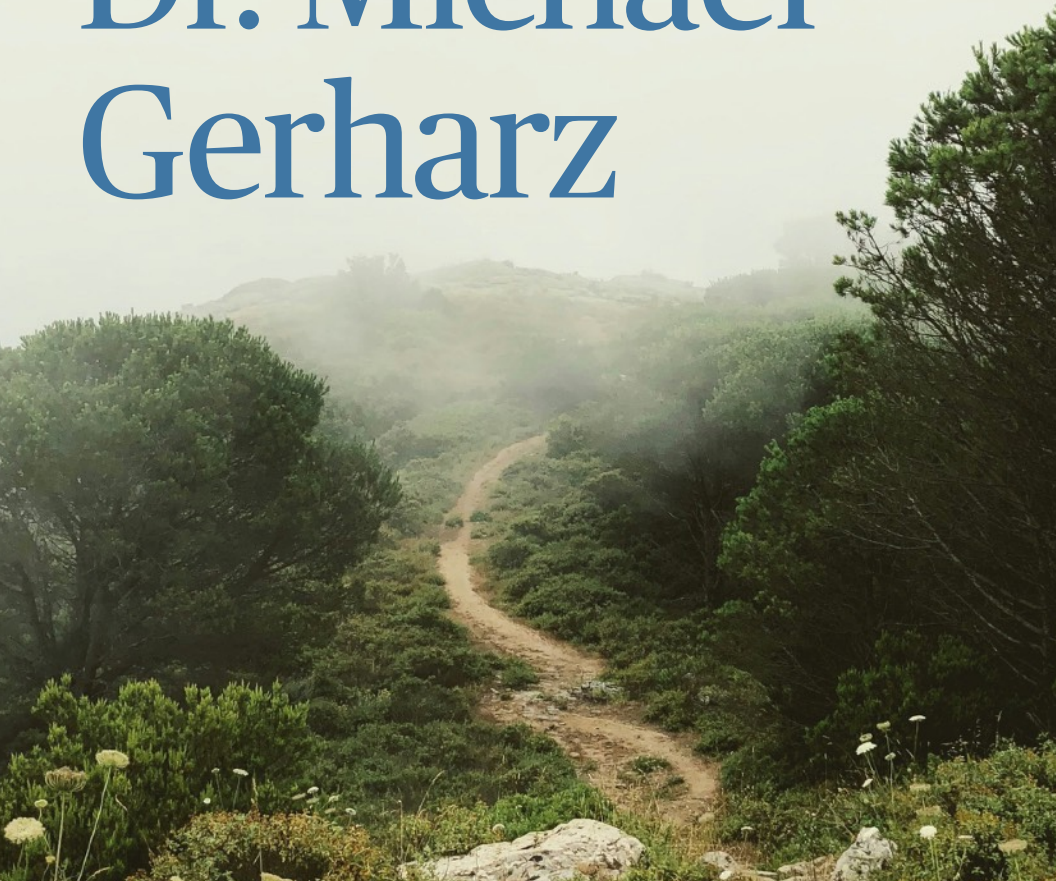


The Leaders' PATH

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Prologue

You already know your truth, your vision, the path ahead. The challenge isn't knowing, it's showing. So, this isn't about adding more steps, it's about removing the noise.

Clarity wins. Every time.

What you need is a filter. A flashlight. A gut check.

This little document is meant to help *you* get that clarity on your PATH and *your audience* to see it for themselves.

Use it:

- Before you speak.
- Before you hit “send.”
- Before you step into that room.

1

Plain and simple Can a 12-year-old explain it?

Not understand it. Explain it.

- Say it out loud.
- Imagine explaining it to a 12-year-old.
- If it takes more than one sentence or they look confused
–start over.

“If you can’t make it simple, you don’t understand it well enough.”

2

Actionable Is there a clear next step?

You're not telling them what *you* want. You're guiding them to *their* next move.

Ask yourself:

- What's the one action that gets the ball rolling?
- Does this step feel too vague? Too big? Then simplify.

If they can't take action right away,
you're still talking to yourself.

3

Transformative Does it make them stop and think?

Great leaders don't just inform; they shift perspectives.

- Is your message a “Hmm, that’s interesting” or a “Wow, I’ve never thought of it that way”?
- What’s the invisible assumption your audience holds? How does your message flip it?
- In other words, what’s the “obvious” truth for your audience that keeps holding them back?
- Cut the obvious. Find the insight that stops them in their tracks.

The best messages don't make you look smart, they make your audience feel smart.

4

Heartfelt

Does it pass the mirror test?

Before you speak, look in the mirror and ask:

- “Do I believe this enough to stand by it when no one agrees?”
- “Does this reflect who I am and what I stand for?”

If it doesn't feel honest, they'll feel it too.



About the Author

Dr. Michael Gerharz helps leaders across the globe become the voice people follow. He believes that the right words at the right time can create profound change and he's dedicated to helping you find them.

Check out his latest book “The PATH to Strategic Impact” which this booklet is based on at

<https://geni.us/the-path>

