



The Credo

by Cub Marion

There is a leader in each of us. Knowing what our core beliefs are as a leader is the basis for effectiveness and growth. This declaration of our core beliefs represents our Credo. The contents of the Credo sheds deep insight into the heart and mind of the leader; it is truly their stance on what makes them tick.

The Credo is not what we want to be as a person and leader; it is what we are. The greatest test of the Credo is to declare it to family, friends, and colleagues. If it resonates well with them, meaning that is what they see in your behaviors through thick and thin, then you know you nailed it.

Writing your Credo literally starts from your earliest memories. A person, as they travel through life, has one formative experience after the next. As they accumulate, a foundation of thought and feeling forms, influencing what you believe at the core. Reflecting deeply on what your beliefs are and why, generate a connection point between your belief and what occurred in your life that fostered this stance. Every person has a story. Documenting this in the form of a Credo, then sharing it with your teammates, is the single most powerful act I have witnessed for individual and team development. This profound act is a breakthrough in leadership awareness and creates an environment of trust, confidence, and mutual support among team members. It's the catalyst for a team to go "All In".