

FROM THE VAULT: Belongship is the New Leadership

We all crave an environment where we feel part of something bigger than ourselves.

BELONGSHIP IS BUILT ON THREE PILLARS:

TRUST

SAFETY

CARE

Building belongship in your workplace, relationships, and even home life starts with the PEAK framework.

P **Picture of Success:** The image of the collective win that rallies the community. It's helpful to define a clear, motivating vision that goes beyond revenue goals.

E **Extreme Focus:** Identifying the one thing your business focuses on.

A **Authenticity:** Being true to your word, revealing your motives and demonstrating that you can be trusted. It's important to avoid self-centered branding.

K **Kindness:** Caring for your team and community and keeping people in focus in such a way that everyone on your team sees and feels how they contribute to the win.