

Application Guide

BELONGSHIP IS THE NEW LEADERSHIP



BOTTOM LINE:

Every leader can grow beyond driving performance and business success and create “belongship,” a deep sense of community, in their organization.

KEY TAKEAWAYS:

- Belongship is different from leadership—it goes way beyond and provides an atmosphere where everyone involved feels like they’re part of something bigger than themselves.
- Belongship is a quality of leaders who create community by building on three primary pillars: trust, safety, and care.
 - Leadership can be defined as a focus on your vision, bottom line, customers, brand, and shareholders.
 - We have the opportunity to go beyond ourselves to create a sense of belonging that expands to a collective vision, grows a community within your organization, creates a safe place, builds trust, and positively impacts all stakeholders.
- Without a community, you’re simply a commodity.
 - A commodity can be replaced, removed, exchanged, or ignored.
 - Being intentional is more important than being brilliant.
- Here’s how to build belongship using the PEAK Framework:
 - P – Picture of Success: The image of the collective win that rallies the community
 - 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 by your employees and customers
 - K – Kindness: Caring for your team and community and keeping your customers in focus in such a way that everyone on your team sees and feels how they contribute to the win
- Belongship is key to a healthy culture and employee retention.
- Belongship is more than a business principle and applies most importantly to family.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. Have you experienced belongship personally and in a way that enables you to share it with others?
2. Do the people you serve feel like they’re part of a community, or do they feel like a commodity?
3. After hearing the podcast, what can you do right now to begin leaning into the idea of creating belongship with your family and those around you?

RESOURCES MENTIONED:

Learn more about belongship and download free resources at [Belongship.us](https://belongship.us).