

5 Cs

OF CONSISTENCY

As humans, there's one thing that we all struggle with: consistency. You might do the right thing one day and go in a completely different direction the next day. If you want to be a more consistent leader, put these five items into practice.

1

CLEAR ON YOUR VALUES

Know what you truly value, and write those things down. Use those as a point of reflection every day when moving forward on activities to make sure that you're living out in alignment with your values.

2

COMMIT TO BEHAVIORS

Identify weekly or daily behaviors that align with those values. Write down these activities as well – be specific.

3

CREATE A PLAN

By analyzing campaign results, businesses can see what worked and what didn't, and structure continued marketing efforts around the positive elements of the campaign.

4

CONSPIRE WITH A PARTNER

No one knows where you struggle or what might cause you to fall down better than you. So, write down a plan of how you're going to work to live out the behaviors that align with your values.

5

CELEBRATE YOUR SUCCESSES

Find a partner, somebody you can work with or check-in with who can help hold you accountable to being more consistent toward things you want to do.