

A photograph of a USPS mail carrier in uniform, carrying several cardboard boxes. He is standing next to a white USPS delivery van. The van has the USPS eagle logo and the website address www.usps.com printed on its side. The entire image is overlaid with a dark blue semi-transparent filter.

VISIONARY LEADERSHIP

INSPIRE & EMPOWER

DAVID SABLE | VICE CHAIRMAN, STAGWELL



HOW MANY OF YOU TOUCHED SOMETHING FROM THE USPS THIS WEEK?

You just described the most consistent act of leadership in American history.

260

Years of Showing Up

~160M

Addresses. Every One.

6 DAYS

Rain. Snow. Heat. Gloom

Not a slogan. A promise kept. Every. Single. Day. That's leadership.

THE DEFINING QUESTION

X

**YOUR JOB
TITLE**

VP? DIRECTOR? CEO?

X

**WHO YOU
SUPERVISE**

HOW MANY REPORTS?

X

**YOUR
SENIORITY**

YEARS OF EXPERIENCE?

Leadership means REIMAGINING how work fits into a good life.



WHEN YOU WORK

100%

Be fully present. Deliver with complete focus. Don't hold back.

WHEN WITH FAMILY

+ 100%+

Be even more present. Family defines who you are. Work is what you DO.

"I have never existed just to work." — David Sable

WHAT A LEADER IS NOT?

*"The true leader...becomes one
by the equality of actions and
the integrity of intent." —
Douglas MacArthur*

X APPOINTED

Leaders are earned, not anointed

X ORG CHART POSITION

Hierarchy doesn't define leadership

X THE BIGGEST SALARY

True leaders share equitably

X THE FANCIEST TITLE

Titles are not leadership

X THE LOUDEST

Volume ≠ authority or vision

X THE MEANEST

Cruelty is weakness, not strength

THE FOUR C'S PLUS ONE

Ryan Day | Ohio State Head Football Coach

01

CHARACTER

Who you are and how you show up. You can't fake this.

02

CONNECTION

Deep, real relationships — not Teflon or pigeon affiliates.

03

CONFIDENCE

Knowing people have your back. Earned, not assumed.

04

CONSISTENCY

People rely on you only when they know where you stand.

THE CHALLENGE: Meet challenges head-on. Challenge the status quo. Make challenge a positive force — not a posture.



LEADERSHIP FROM BASIC TRAINING

*IDF Combat Medic — lessons that last
a lifetime*

***"Be strong, not rude; kind, not weak;
bold, not a bully; humble, not timid;
proud, not arrogant." — Jim Rohn***

1 PERSONAL DISCIPLINE

Accept accountability. Understand consequences. Build self-esteem.

2 THE STRETCH

No one is left behind. Build your team with virtual stretchers.

3 HAND IN HAND

Winners collaborate. Side by side in failure, hand in hand in success.

4 YOUR WELL IS DEEP

When you think you're done – you're not. True leaders keep going.

5 EMPATHY

For all: colleagues, competitors, partners. Empathy creates inclusion.

6 FOLLOW ME!

Do as I do, not as I say. Lead from the front. Give others the spotlight.

THE FAILURE IS THE FORGE



**WALT
DISNEY**

Failed: Fired to lacking imagination Mickey Mouse almost never was.



**STEVE
JOBS**

Failed: Fired from Apple – his own company. Willing to crash and burn, then rebuilt.



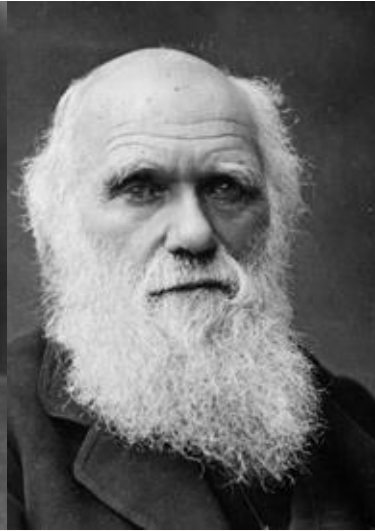
**THE
BEATLES**

Failed: “Guitar music is on the way out.” Most successful band of their genre – ever.



**ROBERT
GODDARD**

Failed: Mocked by the New York Times. Made the moon landing possible.



**CHARLES
DARWIN**

Failed: Thrown out of medical school. “The most powerful idea that has ever arisen.”

"I have not failed. I've just found 10,000 ways that won't work." — Thomas Edison



WE CONFUSE:

Loud & Brash \neq Power & Leadership

Disruption \neq Innovation

Fear \neq Respect

Volume \neq Authority

REAL LEADERS USE:

Silence

Listen deeply – create space for others

Stillness

The still, small voice leads where noise cannot

Listening

You create a vacuum into which others speak

Humility

Open yourself, and others will follow

"Nothing strengthens authority so much as silence." — Leonardo da Vinci



CONVENTIONAL WISDOM

VS

LORETTA CLAIBORNE

- ~~X~~ Imposing, tall, good-looking
- ~~X~~ Power dresser, photogenic
- ~~X~~ Attended the right schools
- ~~X~~ Has great boosters & mentors
- ~~X~~ Social Media Power User
- ~~X~~ Loud and brash

- ✓ 26 marathons, Top 100 women in Boston
- ✓ 4th degree black belt in karate
- ✓ ESPY Award & Arthur Ashe Courage Award
- ✓ Disney made a movie about her life
- ✓ Smithsonian National Portrait Gallery
- ✓ Chief Inspiration Officer, Special Olympics

"I didn't always have friends, so I am careful to take care of them." — Loretta Claiborne



MANAGEMENT

- ✓ Doing things right
- ✓ Following the org chart
- ✓ Exercising positional power
- ✓ Making sure work gets done
- ✓ Managing up and out
- ✓ Short-term results focus

VS

LEADERSHIP

- ✓ Doing the RIGHT things
- ✓ Inspiring beyond the hierarchy
- ✓ Earning trust and respect
- ✓ Developing people to their potential
- ✓ Serving those you lead
- ✓ Building legacy and lasting impact

"Management is doing things right; leadership is doing the right things." — Peter Drucker

WE WORK TO PROVIDE, NOT TO DEFINE



"Surround yourself with people who inspire and motivate you." — Coach Ryan Day



L · E · A · D · E · R · S

“Humility is not thinking less of yourself... but thinking of yourself less.”

L **Learn & Listen:** Hear first. Really hear. Then act on what you learned.

E **Empower:** Don't hoard power. Delegate. Create teams. Step back.

A **Arm:** Give your team the knowledge and tools they need. Don't gatekeep.

D **Defend:** Never throw anyone under the bus. Go to bat for your people.

E **Energize:** Motivate, inspire and share energy through vision and innovation.

R **Run:** Leaders never stop. Always on — even on bad days.

S **Share:** The glory. The reward. The blame. The pain. All of it.



MOSES

Prince to Slave to Savior.

"If you dump them, you dump me." — Stood up to God.



LINCOLN

Cabin to Commander in Chief

"Nearly all men can stand adversity...give him power." — Stayed humble.



WASHINGTON

Farmer to First President

"Better to offer no excuse than a bad one." — No blame-shifting.



TRUMAN

Footnote to History Maker

"Amazing what you can do if you don't care who gets the credit."

A Beta Leader looks ahead, lives in the now, learns from the past — always with humility and accountability.

"Earn your leadership every day." — Michael Jordan



SELF PROCLAIMED LEADER

- X Covets the title; fights to get it _____
- X Spends energy on office politics _____
- X Knives colleagues for personal gain _____
- X Needs false validation to feel powerful _____
- X Says: 'I can't do it if I'm not the leader' _____
- X Power-trips at every opportunity _____

THE RELUCTANT LEADER

- ✓ Never about the title or privilege _____
- ✓ Builds trust; people seek them out _____
- ✓ Takes accountability — no scapegoating _____
- ✓ Puts the team above personal glory _____
- ✓ Role-shifts seamlessly as needed _____
- ✓ Plays the long game — always _____

"Lead, follow, or get out of the way." — Thomas Paine | Moses chose reluctantly, led faithfully.



WHEN LEADERS GO DEAF

- X They stop learning _____
- X They stop empowering _____
- X They stop seeing what is really there _____
- X They listen for applause, not truth _____
- X They reward volume, not value _____
- X They confuse certainty with wisdom _____
- X Bad actors thrive; good people go quiet _____
- X Culture cracks. Trust evaporates.

START HEARING TODAY

- ✓ Ask one real question — then wait _____
- ✓ Hold an office hour with no agenda _____
- ✓ Invite the quietest person to speak first _____
- ✓ Repeat what you heard, not what you hoped _____
- ✓ Change one decision based on new input _____
- ✓ Close the loop on hard feedback _____
- ✓ Keep a log of what surprised you _____
- ✓ If nothing surprised you — you didn't hear

"None are so deaf as those who will not hear; none so blind as those who will not see." — Ancient Proverb

ARE LEADERS BORN OR MADE?

Neither DNA nor degrees. CIRCUMSTANCE is what morphs an ordinary human into the leader others will follow.

MOSES

- ✓ Born a slave, raise a prince
- ✓ Said 'I can't do it' — then showed up
- ✓ Made mistakes. Learned. Changed.
- ✓ Never got to the Promised Land
- ✓ Still: Greatest leader of all time

Leaders show up even when they're scared.

LINCOLN

- ✓ Born in a log cabin. Self-educated
- ✓ Lanky, a little goofy. Very real.
- ✓ Lost battles. Kept going.
- ✓ Won the war. Ended slavery.
- ✓ Compared to Moses by his admirers.

Birth circumstances count for nothing

THE KEY INSIGHT

- ✓ Put the books down.
- ✓ Ditch the leadership seminars.
- ✓ Don't try to learn to become a leader.
- ✓ When circumstances arrive — you'll know.
- ✓ And others will know too.

"The point is not to become a leader. The point is to become yourself." — Warren Bennis



ASK YOURSELF

- 1 Am I defining myself by titles and org charts — or by my values?
- 2 Do I lead with L·E·A·D·E·R·S — am I listening, empowering, arming, defending?
- 3 Am I always in Beta — humble, accountable, earning my leadership every day?
- 4 Do I hear — really hear — or am I just waiting to speak?
- 5 Am I a reluctant leader who earns trust, or a power-tripper who demands it?

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WHAT DOES *260 YEARS* OF SHOWING UP LOOK LIKE?

Leadership is not the person at the top of the org chart.

It's the person who shows up at your door — in the rain — with your medicine, your ballot, your kid's birthday card from grandma.

Those carriers. Those clerks. Those postmasters in towns of 400 people. They already knew who they were. They didn't need a title to tell them.

The USPS has known who it is for 260 years.

THE QUESTION IS: *DO YOU?*



Benjamin Franklin | America's First Postmaster General

WHAT GOOD SHALL
I DO THIS DAY?

He asked this every morning. So did every letter carrier who came after him.



THANK YOU

