

What's beneath the *surface?*

> *When leaders don't talk about the hard things, they stand tall in title instead of standing open in truth.*

Everyone has a projected status. It's the image other people see when they look at you, and it's often shaped by how you want to be seen: your actions, your words, your decisions, your leadership style, your achievements, even your wealth.

Most leaders project the very same thing.

Leaders may walk into their office with a smile and act as if everything is under control, while struggling with the weight and stress of their position and maintaining a performance that keeps everything running. But a good projected status doesn't mean a leader can keep carrying what's unseen forever.

Under the surface, business stress, family pressure, fear of failure, and the weight of difficult decisions run through the minds and hearts of leaders every day. The mind, the will, and the emotions just aren't always visible from the surface.

Leaders often ignore the unseen pressures they carry in order to get things done—until they hit their breaking point. It doesn't have to be that way. A trusted advisor can help share the weight, offer wise counsel, and bring a fresh perspective.

At Boaz Strategic, we exist to help leaders tend to what stays hidden, so what's visible can be real.