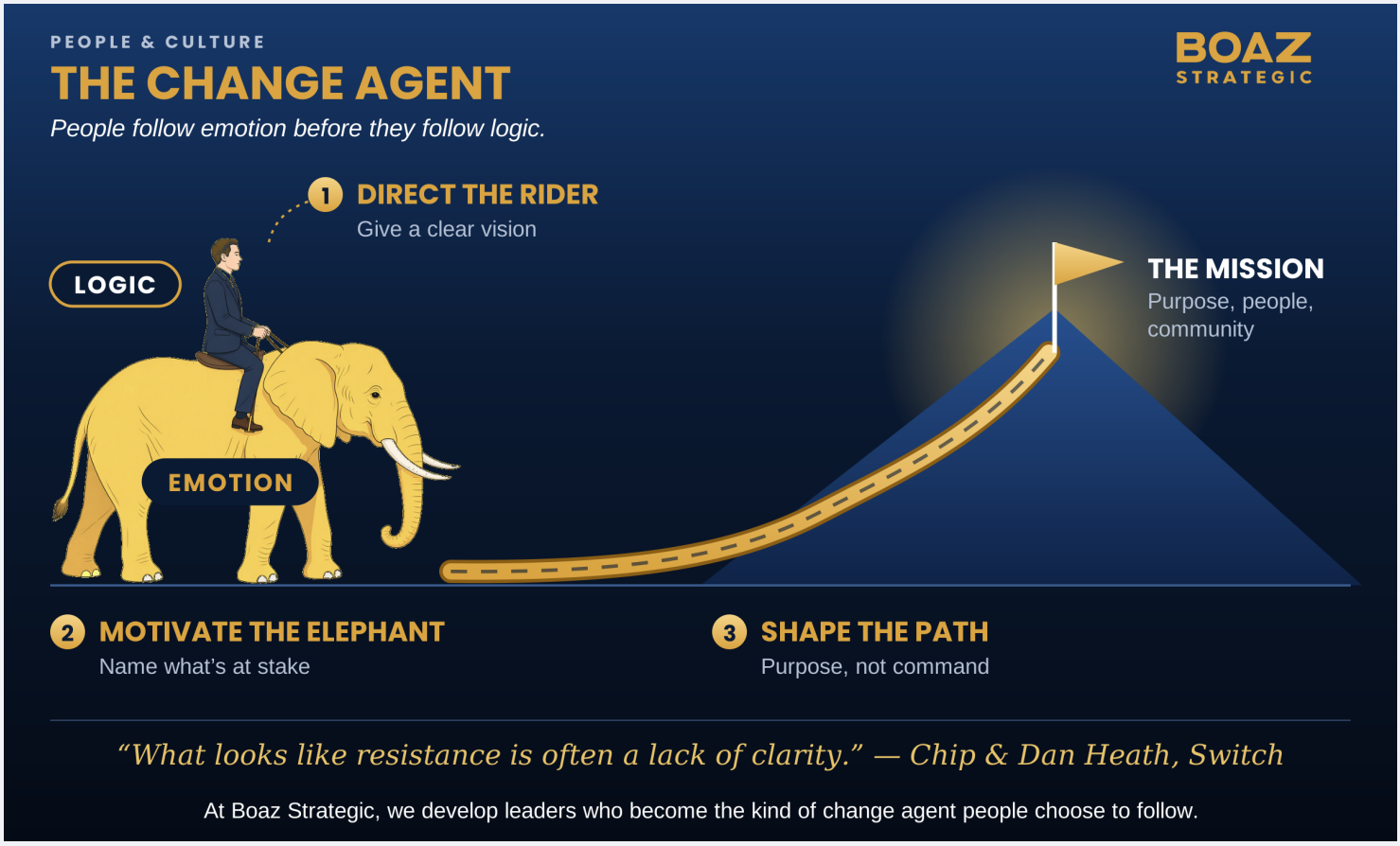


Are they following your title, or *your vision?*

> *"What looks like resistance is often a lack of clarity. — Chip & Dan Heath, Switch*

Being the boss earns you compliance. It doesn't earn you followership, and the difference shows up the moment you're not in the room.

People are led by emotion before they're led by logic.

Psychologist Jonathan Haidt pictured the mind as an elephant with a rider on top. The rider is our logic; the elephant is our emotion. Chip and Dan Heath built their book Switch around both.

Give the Rider a crystal-clear vision and you'll get understanding. Skip the Elephant, and you'll hear: "your agenda is not my agenda."

Motivating the Elephant means naming what's at stake and why it matters, not as a slogan, but as a real answer to the question every person is quietly asking: why should I care?

That answer can't be tied to profit alone. People commit to colleagues and purpose, a mission that touches a community, not just a balance sheet.

Ownership follows purpose. Compliance follows command. Only one outlasts you in the room.

At Boaz Strategic, we develop leaders who become the kind of change agent people choose to follow.