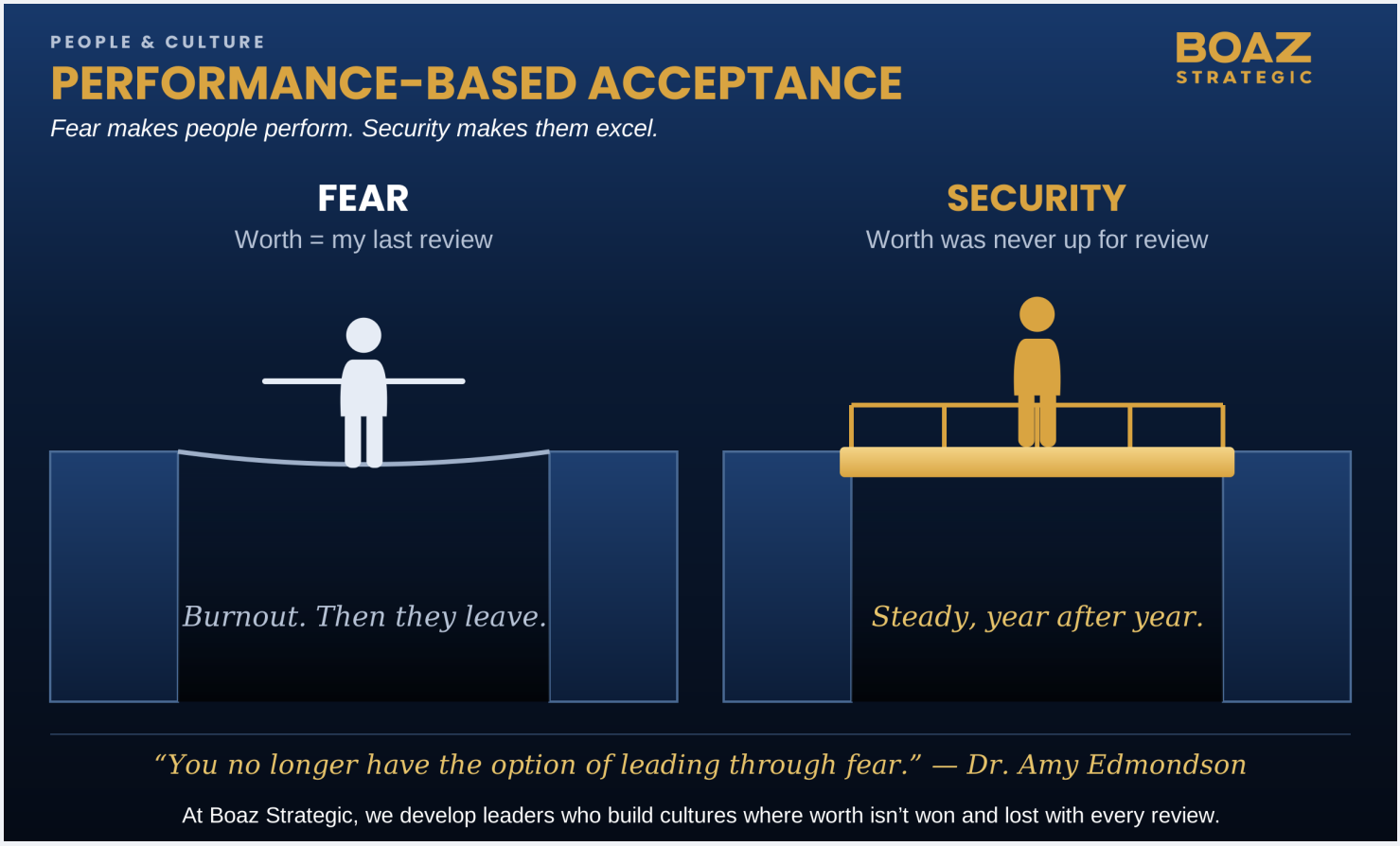


Performing from fear, or *freedom?*

> *You no longer have the option of leading through fear. — Dr. Amy Edmondson*

Many high performers secretly believe they're one review away from being let go.

Their worth has quietly become identical to their last review.

Some leaders like keeping people in that fear because it seems to guarantee effort. But no one can sustain a fear-based performance forever. People burn out, and eventually they leave.

The paradox: employees who know their worth isn't tied to their output are the ones who consistently go beyond what's expected.

Leaders carry a version of this too. Imposter syndrome doesn't check titles at the door. It's the fear of being "found out" as not "good enough" by their board or a business partner.

Everyone answers to someone. How well a leader manages that weight, real or perceived, often determines how long they last in the role.

Security doesn't lower the bar. It's what frees people to clear it consistently, year after year.

At Boaz Strategic, we develop leaders who build cultures where worth isn't won and lost with every review.