

“L.E.A.D. OUT LOUD”
Be Clear. Be Heard. Be Unstoppable.
Antawn Knight
Book Note ~ Dave Kraft

The L.E.A.D. Leadership Model

- **Listen with Intent**
- **Empower Through Communication**
- **Adapt and Overcome**
- **Decide and Deliver**

“Most people do not listen with the intent to understand; they listen with the intent to reply.”
~Stephen R. Covey

People are more likely to communicate when they feel heard. Leadership impact will always begin and end with listening.

His leadership didn’t begin with answers. It began with understanding.

When you honor someone’s voice, you truly earn their belief in your leadership.

The best leaders aren’t the ones who shout the loudest but those who stand still long enough to hear the heartbeat of the people they lead.

The sharpest mind in the room isn’t the one talking; it’s the one listening so well that nothing gets missed.

The bravest leaders are the ones who hand over the mic, hold the pause, and let the quietest person get to the end of their thought without stepping in to speak.

If you lead with your ears, you’ll be amazed at what your team builds. The more people feel heard, the more they trust your voice when it’s time for you to speak

Am I listening to understand, or listening to reply? Pay attention to your body language, your pacing, and your urge to say something.

Empowering communication transforms passive compliance.

Speak in ways that clarify expectations, encourage initiative, and build courage.

Empowering communication tells people: “I see your potential, and I trust you with it.”

I stopped directing and started empowering.

Leadership is a matter of how to be, not how to do.

Making your message a launchpad.

Language hands someone the keys rather than keeping them chained to the passenger seat.

People need to know they can speak up without fear of embarrassment or retribution.

Be specific about roles and expectations.

Real empowerment isn't just about tossing tasks at people; it's about inviting their ideas.

I realized what actual leadership felt like, not performing, but distributing, so others can reach the summit. How often do I speak belief into someone's potential before they see it in themselves?

Real leadership is rooted in the mission, but flexible in the method.

During disruption, your team doesn't expect or need your perfection but your presence.

Be the "Storm-Bearer" Not the "Storm-Bringer"

If you want to help your team, carry the storm, don't add to it.

My team didn't need a bigger weather system, they needed a lighthouse.

Real strength isn't measured by how much pressure you apply in a crunch; it's measured by how much pressure you can absorb without transmitting it to everyone else around you.

"In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing is nothing." — Theodore Roosevelt

Indecision creates confusion.

People don't crave perfection, they need presence and clarity.

- Did I gather enough input from key stakeholders?
- Is the decision aligned with the mission and our values?
- Do I understand short- and long-term consequences?
- Am I ready to communicate the "why"?
- Have I picked the right time and method to deliver it?
- Do people know the next step?

“Decide and Deliver” is where everything comes together. After you’ve listened, empowered, and adapted, this is the moment your leadership voice can be heard.

Tie choices to conviction.

You don’t need to be loud or flashy to be powerful. You just need to be intentional.

Conviction – Passion that moves people

Real leadership doesn’t just speak to minds, it moves hearts, sparks action, and echoes through generations.

When you speak with presence, clarity, and conviction, your influence expands far beyond the moment.

Your voice carries every piece of your leadership: It listens before it speaks. It empowers through clarity. It adapts based on the context. It delivers with presence.

Vision only works if people stop feeling like passengers and start acting like architects.

If you want buy-in, you must give them blueprints and let them put their fingerprints on it

Do your words ignite belief or just deliver facts?

Mastering connection through storytelling. Stories constitute the single most powerful weapon in a leader’s arsenal.

Clarity is the modern survival skill. It’s what turns information into alignment and direction into momentum.

The best leaders don’t just speak, they simplify. They translate strategy into action with clarity at the core. Action always has clarity at the core.

As a leader, your job is not to just tell people what to do. Your job is to tell them why it matters. Stories accomplish this better than any slide, stat, or slogan ever will.

What do you want the audience to do or believe as a result of your message?

Storytelling connects emotion to action, past to future, and people to purpose.

Make them feel it. People chase what gets under their skin, not what’s just in their heads.

Stats fill minds, but stories move feet.

Great leaders don’t speak to sound smart; they speak to create movement.

Clarify the mission: What are we here to accomplish, and why does it matter? Identify accountability. Who owns what, and how will we stay aligned? Define success. What outcomes signal we have a win?

Here's what we're doing, this is why it matters, and here's how you're a vital part

Your job as a leader isn't to just sound impressive. It's to make others confident in what you say and empowered to act.

When you overload, you don't impress; you get ignored.

You don't lead by talking more. You lead by making your words stick.

The best leaders aren't loud, they're laser-focused.

Simplified doesn't mean shallow, it means sticky.

Developing connection through emotional intelligence

"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion." — Dale Carnegie.

When people feel seen, they show up. When they feel heard, they engage.

Inspiring action through vision and purpose

"Leadership is the capacity to translate vision into reality." — Warren Bennis

When people know their purpose and believe in it, they don't hesitate. They move ahead and act.

When people understand why they matter, they give more than just their labor. They give their heart.

- What is the vision I want my team to rally around?
- Is that vision clear, meaningful, and actionable?
- How often do I connect today's work to tomorrow's purpose?
- Do my people feel inspired?

Cloudy goals have never moved anyone, but I've seen folks run through brick walls for a vision that burned hot enough to pull them in.

Leadership isn't about endless hustle. Instead it's about focused sustainability.

Leadership is a marathon, not a sprint. It demands stamina, focus, and emotional discipline.

Showing up consistently with focus and care requires energy that doesn't come from adrenaline; it comes from rhythm, rest,

Sprinting alone isn't leadership it's running from fear or from trusting.

Here's what I wish I'd figured out a decade sooner: Pass work down. Go home before you're fried. Say yes to real life, not just work.

The greatest leader is not necessarily the one who does the greatest things. He is the one who gets the people to do the greatest things.

- Be intentional.
- Lead with a strong sense of purpose and values.
- Empower the next generation to lead boldly.
- Model consistency.
- Be the leader your team can count on.
- Celebrate collective success.
- Make team achievements visible.
- Reflect and adapt.
- Continue learning and adjusting.

Understand that legacy isn't just about what you teach or accomplish, it's about what gets carried forward.

Legacy isn't about position, it's about multiplication. Legacy happens when your leadership becomes someone else's launchpad.

The ones who make a real dent are never the folks fussing over their monument; they're the ones who spend less time being admired and a whole lot more time building up the people they serve.

Your legacy isn't about the crowd you gather, it's about the people you empower to lead.

The L.E.A.D. Model is more than a framework; it's a way of showing up in the world:

- Listen with intent.
- Begin by listening to others before sharing your thoughts.
- Empower through communication.
- Use your voice to elevate, not control.
- Adapt and overcome.
- Communicate clearly in chaos and pivot with grace.

- Decide and deliver: Lead with conviction and clarity.

Noise fades. Impact sticks.

You don't need a bigger title. You don't need a brighter spotlight. You just need conviction, the kind that stands its ground. Even if you have to stand alone for a time.