worldblu® Lead With Freedom

THE FEARLESS MINDSET™ GUIDE

5 SHIFTS TO MAKE HIGH-STAKES DECISIONS WITH GREATER COURAGE, CLARITY & CONFIDENCE

Featuring the **Power Question™ Practice** to help leaders interrupt fear-driven thinking and lead with greater freedom.



By Traci Fenton
Founder & CEO, WorldBlu®

YOUR BIGGEST LEADERSHIP CHALLENGE MAY NOT BE WHAT YOU THINK.

Markets change. People disappoint you. Strategies fail. Competition increases. The future refuses to cooperate with the plan.

As a leader, you cannot control any of that. But there is something you can learn to lead:

YOUR OWN MIND.

When the stakes rise, fear has a way of entering the decision-making process – often without announcing itself as fear.

The mindset you bring to a decision shapes the decision itself. Over time, the mindset of the leader shapes the culture of the organization.

FEAR CAN SOUND LIKE:

"I need more information before we move."

"What if this goes wrong?"

"Maybe this isn't the right time."

"I should probably handle this myself."

"What will people think if I fail?"

"Let's wait until we're more certain."

FEARLESS LEADERSHIP ISN'T THE ABSENCE OF FEAR.

It is the ability to recognize fear, question it, and consciously choose how you will lead.

FEAR CAN SPEAK. IT JUST DOESN'T AUTOMATICALLY GET THE FINAL VOTE.

Make clearer decisions under pressure. Stop overthinking. Build the mental fitness to lead what's next. Go deeper with the 8-week Fearless Mindset™ Executive Leadership Program.

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MINDSET SHIFT #1

FROM "I SHOULDN'T FEEL FEAR."

TO

"FEAR IS INFORMATION – NOT INSTRUCTION."

Fear is part of leadership. Any time you are growing, changing, risking, confronting, creating, investing, hiring, firing or making an important decision, fear may show up.

FEAR MAY TELL YOU:

- Don't take the risk.
- Don't speak up.
- Don't trust them.
- Don't delegate.
- Don't change.
- Don't fail.

Fear is trying to protect you. But protection and leadership are not always the same thing.



THE MISTAKE IS NOT EXPERIENCING FEAR. THE MISTAKE IS UNCONSCIOUSLY GIVING FEAR THE AUTHORITY TO MAKE THE DECISION.

FEARLESS MINDSET PRACTICE

The next time you feel tension around an important decision, don't immediately try to make the feeling disappear. Instead, ask:

"WHAT AM I AFRAID OF?"

Name it. Be specific. A fear you can identify is much easier to examine than a fear operating quietly in the background.

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MINDSET SHIFT #2

FROM REACTING TO FEAR

TO QUESTIONING FEAR

Once you identify the fear, don't assume it is telling you the truth.

"WHY AM I AFRAID?"

This is where leaders begin separating facts from stories.

FACT	FEAR STORY
Revenue declined this quarter.	*"We're losing momentum and everything is about to fall apart."*
A talented employee disagreed with me.	*"If I give them more freedom, I'll lose control."*
This strategy hasn't been tried before.	*"If it fails, everyone will think I made a terrible decision."*

Fear tends to collapse possibility. It takes one fact and quickly builds an entire future around it. When you slow the process down and examine the thinking underneath the fear, you regain something enormously important: **choice.**

FEARLESS MINDSET PRACTICE

Write down one leadership challenge you're facing. Then complete: **"What I know to be true is..."** and **"The story fear is telling me is..."** Those two answers are not always the same.

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MINDSET SHIFT #3

FROM "WHAT IF SOMETHING GOES WRONG?"

TO

"WHAT WOULD I DO IF I WEREN'T AFRAID?®"

This is the question at the heart of the **WorldBlu Power Question™ Practice.**

The question is not asking you to be reckless, ignore consequences or pretend you cannot fail. It is asking something much more useful:

> **IF FEAR WERE NOT RUNNING THIS DECISION, WHAT WOULD I SEE DIFFERENTLY?**

■ Have the conversation.	■ Make the decision.	■ Ask for help.
■ Delegate.	■ Set the boundary.	■ Tell the truth.
■ Make the investment.	■ Change direction.	■ Trust your team.
■ Say no.	■ Say yes.	■ Think bigger.

The purpose of the Power Question is not to make your decision for you. It is to help you see possibilities that fear may have removed from view.

FEARLESS MINDSET PRACTICE

Think of one decision you're wrestling with. Ask the question, then write the first answer that comes to mind before you begin analyzing it. That answer is worth examining.

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MINDSET SHIFT #4

FROM "I FEEL STRESSED."

TO

"HOW WOULD I FEEL WITHOUT THE FEAR?"

A difficult circumstance does not automatically determine the quality of your leadership. Your response does.

Calm? Clear? Curious? Confident? Open?
Decisive? Compassionate? Courageous?



MINDSET SHIFT #5

FROM HOLDING ON TO FEAR

TO

"WHY IS IT OK TO LET THE FEAR GO?"

Fear often survives because some part of us believes we still need it.

- You have enough information.
- You trust yourself.
- You can change course later.
- You can handle the consequences.
- Your team is capable.
- The risk of doing nothing is greater.

COURAGE IS NOT FEAR DISAPPEARING.
COURAGE IS CHOOSING YOUR RESPONSE AFTER FEAR HAS SPOKEN.

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THE POWER QUESTION® PRACTICE

Think of a challenge you're currently facing. Now use these five powerful questions to find your solution to the problem. Use these five questions whenever fear, uncertainty, or pressure is influencing an important decision you have to make.

01 WHAT AM I AFRAID OF?

02 WHY AM I AFRAID?

03 THE POWER QUESTION: WHAT WOULD I DO IF I WEREN'T AFRAID?®

04 HOW WOULD I FEEL WITHOUT THE FEAR?

05 WHY IS IT OK FOR ME TO LET THE FEAR GO?

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YOUR MINDSET DOESN'T STAY IN YOUR HEAD. IT BECOMES PART OF YOUR CULTURE.

WHEN FEAR LEADS, WE:

Stay quiet

Wait for permission

Avoid mistakes

Protect themselves

Hide bad news

Avoid intelligent risk

Tell the boss what they want to hear

WHEN FREEDOM LEADS, WE:

Speak candidly

Take responsibility

Experiment

Make decisions

Challenge assumptions

Admit mistakes

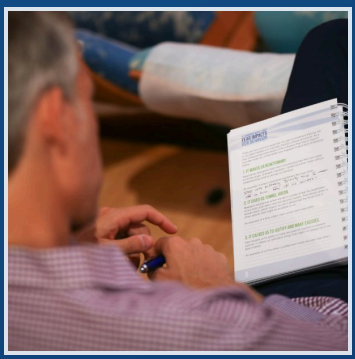
Contribute ideas

Lead









THIS ISN'T SIMPLY LEADERSHIP DEVELOPMENT. IT IS ORGANIZATIONAL STRATEGY.

The way you lead yourself affects the way everyone around you learns to lead.

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LEADERS USING THE POWER QUESTION™

I love the Power Question Practice and use it nearly every day.



GARRY RIDGE
CEO & Chairman

The Power Question Practice helped me face fears and do something about them. As I face my fears I can hopefully help my team face their fears.



ANN BROWN
Franchise Owner

I have applied the Power Question Practice to several different scenarios and situations, and it has been amazing to see the results once fear is no longer a factor in my decision-making process.



JAMES NICOLE
Product Owner

For me personally, the switch of perspective to a fearless way was eye-opening.



ALEXANDRA ENKE
Author & Coach

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BEFORE YOU CAN CREATE A CULTURE OF FREEDOM, YOU HAVE TO LEARN TO LEAD YOURSELF FROM FREEDOM.

Traci Fenton is the Founder and CEO of WorldBlu® and author of *Freedom at Work*. For decades, her work has focused on one central question: **What becomes possible when people lead from freedom instead of fear?**

Through WorldBlu, Traci has impacted millions of CEOs, executives and leadership teams around the world to help build high-performing, Freedom-Centered Organizations. Her work has been recognized by prestigious organizations, including Thinkers50 and Inc. Magazine.



OUR AWARDS AND GLOBAL RECOGNITION











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FROM PERSONAL MINDSET TO ORGANIZATIONAL PERFORMANCE

WorldBlu helps CEOs and organizations replace fear-based leadership and workplace systems with freedom-centered ways of working.

EXAMPLES INCLUDE:

DaVita

From bankruptcy to
$15 billion

WD-40 COMPANY

From $250 million to
$3 billion
market cap

DreamHost

Took their start-up from $0 to a
$175 million
sale in 24 months







Traci and her WorldBlu team are widely known for their expertise in scaling companies through a democratic and freedom-centered rather than fear-based leadership style, creating high-performing leaders, teams, and workplace cultures everyone loves.

WHEN LEADERS MOVE BEYOND FEAR, THEY CREATE THE CONDITIONS FOR OTHER PEOPLE TO DO THE SAME.

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worldblu Lead With Freedom

YOU'VE JUST STARTED.

The Power Question™ can change a decision. Practicing it can begin changing the way you think. The next step is learning to recognize and replace the fear patterns that keep showing up when the pressure is highest.



GO DEEPER WITH

THE FEARLESS MINDSET™ EXECUTIVE PROGRAM

In 8 weeks, the WorldBlu Fearless Mindset™ Program helps CEOs and executive leaders detect fear, overcome it, and lead from freedom using a simple, repeatable, proven method.

- ✓ Make faster decisions without overthinking
- ✓ Think strategically even when all eyes are on you
- ✓ Build a repeatable way to think clearly under pressure
- ✓ Remove leadership bottlenecks that slow execution
- ✓ Create clarity so your team moves independently
- ✓ Go beyond the Power Question into deeper fear patterns and leadership habits

THE FEARLESS MINDSET™ EXECUTIVE LEADERSHIP PROGRAM

On-Demand Learning + Live Coaching | Starts on the 1st of Each Month | 14-Day Money-Back Guarantee

LEARN MORE ABOUT THE FEARLESS MINDSET™ EXECUTIVE LEADERSHIP PROGRAM

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