

# PRESS KIT

## Questions & Answers with Henna Inam

### Why is authentic leadership needed now?

Leadership today is more challenging than ever. Trends including the rapid pace of change, constant restructuring, and a 24/7, always-on work environment are creating overwhelmed employees and eroding trust in workplaces. Organizations need leaders who drive engagement, innovation, and outstanding client experiences. How can you be this type of leader? *Wired for Authenticity* shows you how.

Authentic leadership is at the root of cultures of great innovation, engagement, customer service and growth. While most people want to experience greater authenticity, they don't know HOW to create it. I have seen many talented individuals struggle with being authentic in their leadership. Based on my executive coaching work, there are myths about what being ourselves is all about. There are doubts about whether we can be real with co-workers still be accepted and effective. The struggle to live up to an "ideal image" of who we should be misdirects and depletes our energy. It also prevents genuine connection with others—a critical component to leading and engaging teams and individuals.

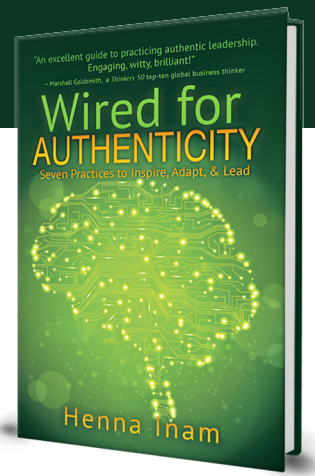
### How does authenticity benefit leaders?

The practice of authenticity has several benefits to the individual leader:

- A feeling of greater aliveness (well-being, energy, mojo, inspiration)
- Ability to influence others and accomplish goals by building trust and genuine connections with others
- Greater ability to both be yourself and be adaptable to change

### In the book, you discuss seven practices integral to authentic leadership. How do these practices work together?

The seven practices work together synergistically. As we practice each, we rewire our brains to keep returning to authenticity and aliveness. Each practice offers actionable tools and experiments to be applied immediately so the reader can learn as they go. After reading *Wired for Authenticity*, you will learn to **Befriend Your Body, Stay Curious, Let Go, Give Yourself an A, Choose BE before DO, Face the Dragon, Dance with the Dream**. Together, these seven practices will help bring more aliveness and inspiration to you and your workplace.



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### How are authenticity challenges different for female leaders?

One of the biggest challenges female leaders experience in corporate culture is not feeling that they can fully be themselves. Today's workplace has traditionally been defined by the male rules for success. But today, women comprise half of the workforce, so the rules are different. There is significant research that suggests when women act in ways that mirror a man's behavior (tough, direct or competitive) it backfires on them. That's because the nearly universal expectations of female behavior is being nice, polite and caretaking. In research, this is referred to as the "double bind" - a psychological stalemate where no matter what course of action is taken, his or her behavior will be viewed as flawed.

Data suggests that women who don't feel they can be themselves in the workplace actually lower their ambitions to move ahead. This of course has negative impacts on their careers but also on organizational success as gender balanced teams have been shown to make better decisions and have bottom line impact. On the other hand, women who are able to be fully authentic successfully navigate the double bind, and are seen as highly effective leaders. The book *Wired for Authenticity* helps women leaders grow in their ability to be authentic and overcome the issues associated with the double bind.