

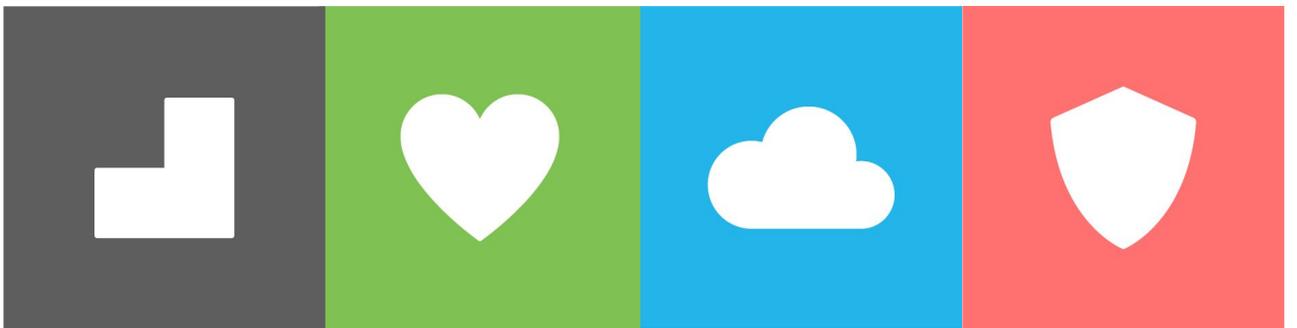
**You're a
Steward.**

/Thinking pattern.



Stewards oversee the business

Outcome-creating.



About 2% of the population
are Stewards.

Stewards create outcomes
by managing resources and
mobilizing people.

You have clear
conversations for what is.

Stewards are driven by Reality.

Outcome-creating.



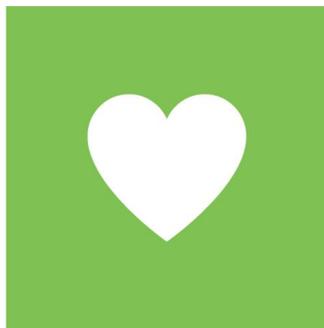
You value accuracy and planning.

You ensure everyone has a clear understanding of expectations and goals.

With Reality, you have conversations for facts and assessment.

Stewards are anchored to Ethics.

Outcome-creating.



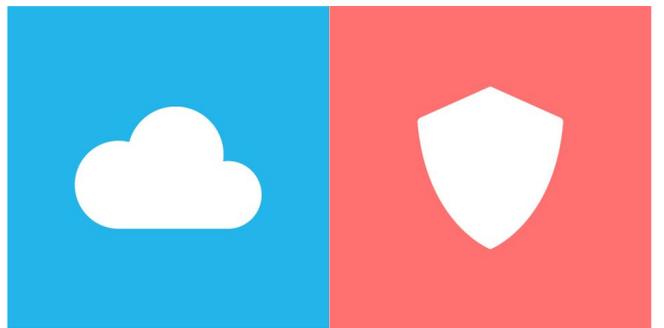
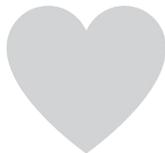
You value accuracy and fairness.

You choreograph roles and responsibilities.

With Ethics, you have conversations for commitment

You create outcomes with Vision & Courage.

Outcome-creating.

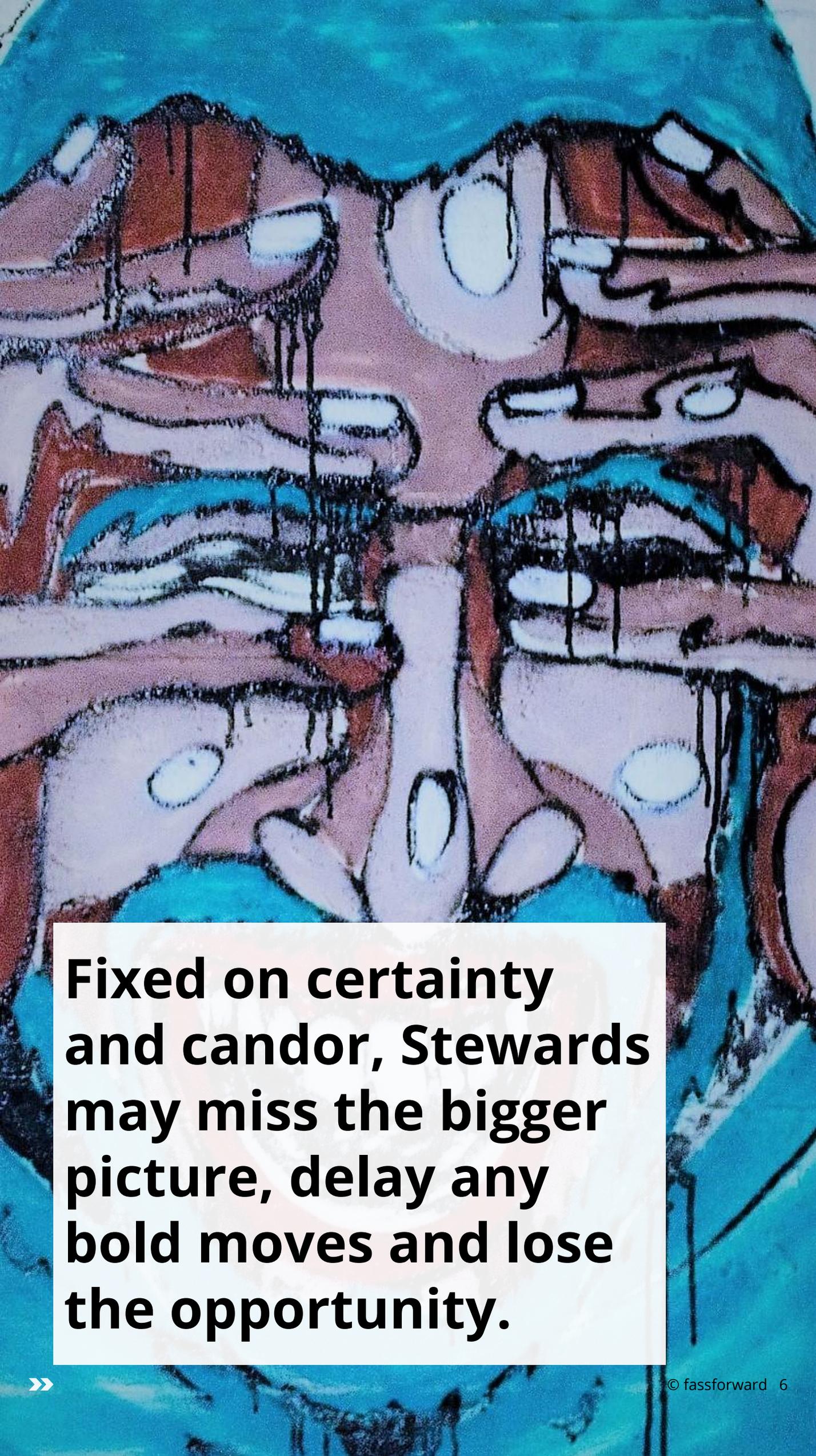


Exploring options.

Balance to manage risks.

With Vision, you inspire and set direction.

With Courage, you exercise will and champion. You set the when. You do what's difficult



Fixed on certainty and candor, Stewards may miss the bigger picture, delay any bold moves and lose the opportunity.

Set a deadline.

When you find yourself reacting to problems and under stress, focus on Courage.

What do I want to make happen?

When do I want it done?

What challenges must we overcome?

Ask, don't tell. Have conversations that are:

Deadline driven

Difficult

Pro-active

Generate 3 options.

When you find yourself reacting to problems and under stress, focus on Vision.

What could I do differently?

What are my options?

Is this critical to my future?

Ask, don't tell. Have conversations that are:

In context

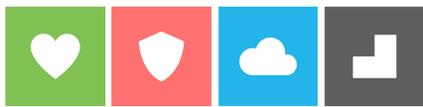
Have possibility

Systemic

More Thinking PatternsSM.



Mediator



Advocate



Idealist



Analyst



Innovator



Evangelist



Champion



Entrepreneur



Operator



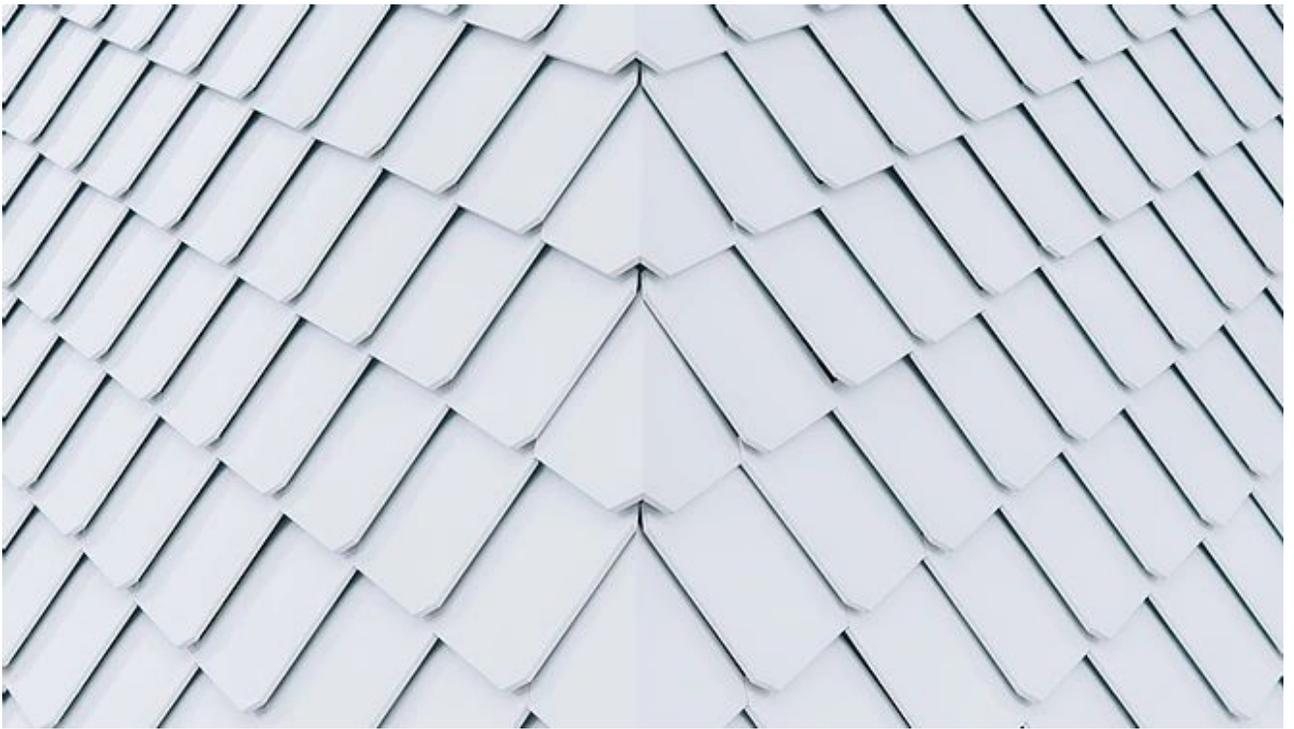
Steward



Pragmatist



Strategist



Thinking Patterns — How you think, act, and lead.

I remember getting a call from a recruiter about a sales and marketing job for a high-tech start-up. I was working at a Fortune 500 company. After several promotions, I had a nice

[... more](#)



The How Company

About fassforward.

Over the years, clients have come to call us “The How Company” because we keep it practical, outcome-based, and rooted in neuroscience – all to help our clients learn, lead, and communicate more effectively.

We work in two areas:
Business Leadership and
Business Storytelling.

Our [Coaching](#) is a thinking partnership to help leaders think differently and create outcomes.

Our [Training](#) programs focus on closing the “Thursday-Monday gap” – the gap between ‘aha’ and practical application at work.