



# Habits Coach

## Leadership Conversation with Jon Gordon

**As a leader, what are some ways you bolster and sustain your own confidence? What are your go-to strategies for building self-esteem and confidence in others?**

I pray. I know that my confidence doesn't come from me but my faith in God. To help others with confidence I remind them not to believe the lies of negativity and fear but to speak truth to the lies. And the truth is that there is greatness inside them. They were never meant to be average and are meant to do great things.

**What does it take to build strong, cohesive, successful teams? Do you have a "feedback loop" system in place and if so, what does it look like in terms of process and results (ROI)?**

It takes a shared vision and purpose and love. You have to care about one another and be connected to each other in order to fight for each other. You'll never have commitment with connection.

**When you feel overwhelmed or unfocused, or have lost focus temporarily, what do you do? How do you create a culture of productivity within your organization?**

I get back to my purpose and remember why I do what I do. Purpose is what fuels us and gives us incredible focus. An organization that is driven with purpose will be very productive. If you want the fruit you must invest in the root. The root is your purpose, culture, people and values.

**How has a failure, or apparent failure, set you up for later success? Do you have a "favorite failure" of yours?**

My girlfriend from college and I were supposed to get married. We broke up after college and I drove home to Long Island NY from her house in Houston Texas. I was devastated. But shortly after that I decided to move to Atlanta and start my new life. I met my wife a few years later in Atlanta. We've been married 20 years and she's been my biggest success.

**As a leader, what new belief, behavior, or habit has most improved your life? What are your best strategies for creating and improving organizational health and well-being?**

The Triple H. I have teams gather and do a team building exercise where each person shares their hero, hardship and highlight. It's a powerful exercise to build connection, trust and teamwork. Clemson football did this a few years ago.

**Who has been the most influential leader in your life, shaping your teachings on the subject of leadership?**

Jesus. Every principle I write about I first measure it against Jesus. Did he lead this way? Is this truth? He was the greatest leader who ever lived. After all he separated time based on his birth.

**If you were to boil it down to the most important habit that makes for an exceptional leader, what would that be?**

A positive leader. An optimistic, positive and visionary leader is what the world needs to create a brighter and better future.