

# LEAD YOUR LIFE

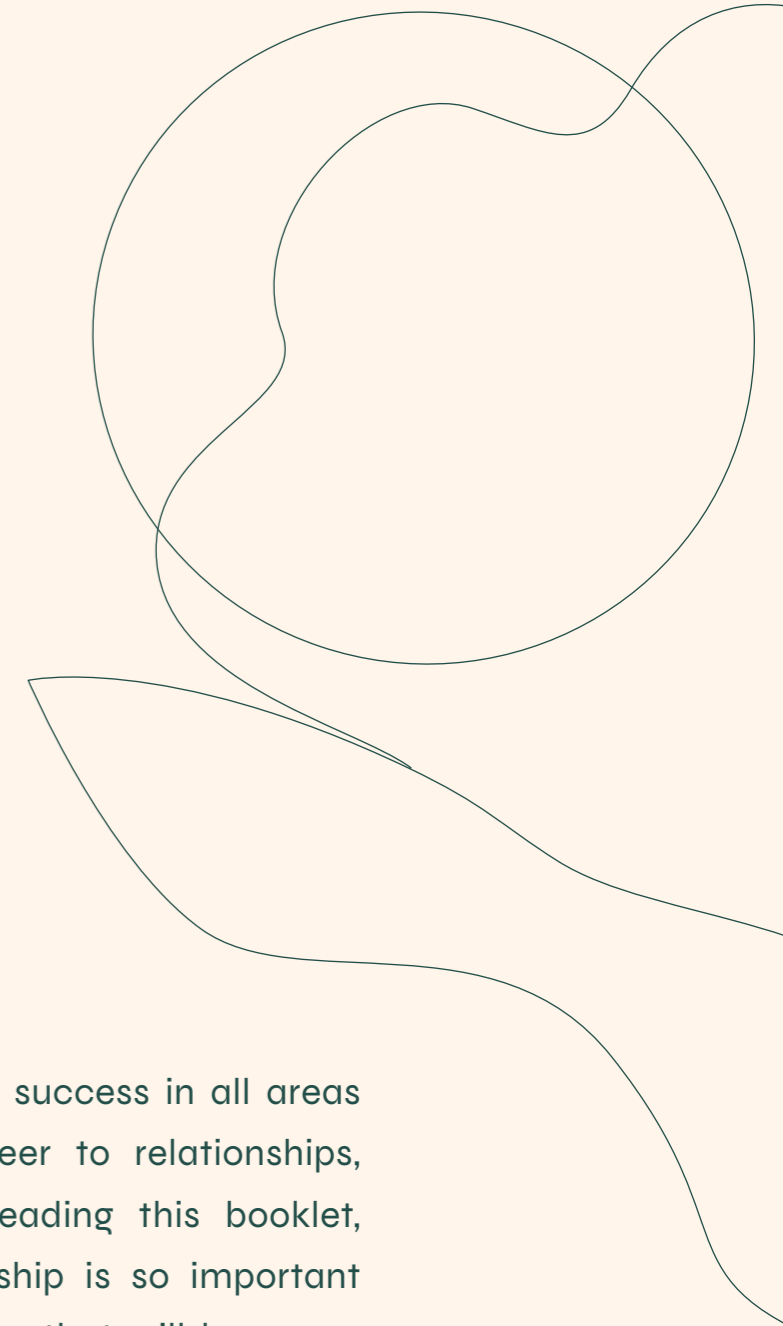


Take ownership of your future and start to live your life with purpose

## HERDE

By Khara Williams

How can this booklet help me?



Self-leadership is the key to success in all areas of your life from your career to relationships, finances to parenting. In reading this booklet, you'll learn why self-leadership is so important and discover the seven pillars that will have you leading from a space of authenticity, so you can find and follow your purpose in this one precious life. There is nothing you can't do when you are willing to be the leader of your own life.

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“  
Self-leadership is taking *yourself* out  
of the spectator’s seat, *stepping up* to  
the *podium* and becoming the *leader*.  
”

– Khara Williams, Founder, HERDE

## About HERDE



In a world *full of noise*, to be *heard* is to be *uplifted*.

HERDE aims to propel women forward, providing them with the tools to embrace self-leadership and self development in their own lives. This is a safe space for busy women, who want to change their life.

Founded by self-leadership researcher Khara Williams, HERDE has already helped hundreds of women find their true purpose and motivation in life. By combining her skills in strategic thinking, business acumen and self motivation, Khara excels in building communities that are inspired to self-lead and, in turn, raise the community around them.

Drawing on over two decades working at a corporate level in the financial sector, Khara has created HERDE to be an invaluable resource for women in any field, who want to take control of their life.

Let us begin by saying, *CONGRATULATIONS!*

You have just passed your *first* self-leadership test. Simply by *committing* to reading this booklet, you are able to *confidently* call yourself a *self leader*.

Initiative and prioritisation are the two most crucial skills in any leadership position and when leading yourself these skills are even more important.

## What is *self-leadership?*

Self-leadership is one of the most advantageous and beneficial skills you can acquire, because it impacts nearly every area of your life. It's a skill that can be used no matter your socio-economic standing, marital status, career choice, or level of education. It's a skill that can help you solve problems, make decisions, and guide yourself in and out of all kinds of situations.

Self-leadership is about prioritising your values, time, self-care and authenticity so that you're able to make decisions, choices and actions from the heart. The bonus byproduct of this is that without even trying, you will begin to follow your purpose. You, and you alone, have the ability to intentionally influence your thinking, feelings and actions so that you can create anything you want in your life, without holding back.

When we take the initiative to self-lead, we're saying, "I will steer this ship, I will choose what happens to me", and perhaps most importantly, "I've got this".

## Why should I be self-led?

Self-leadership can improve your mindset and focus, help you uncover your purpose, connect to your “why”, gain career clarity and improve your relationships – with yourself, your loved ones and your community. It empowers you to live with intention, influence and impact, and be effective and confident on your journey. Self-leadership means you know exactly who you are and what you’re about – your strengths, weaknesses, and passions – as well as what direction you want to go in with your own special blend of goodness, and sense of self.

Self-leadership can also lead to greater self-awareness as you start to ask yourself questions such as who are you, what is it that you want to achieve and how do you want your life to look? This sense of curiosity about your own existence brings an unparalleled sense of self. Every win (no matter how small) in your self-led journey also creates an inner strength that builds, expands and creates a stronger, more resilient you.

You’re in control of your own metrics – your inner strength and empowerment are only comparative to your own set of circumstances. There is no one else that compares to you.

### *The result?*

You’ll stop searching for external validation and confirmation, and instead, you’ll start to look for them inside yourself. This can bring an indescribable sense of freedom as you begin to support yourself and create support systems around everything you do in your life. If you don’t support yourself first through self-leadership, then the foundation in which you support others is compromised.

When you take the *initiative* to *self-lead*, you’re immediately *shifting* the way you *live your life* from an *unconscious* state to a *conscious* state. This is where *real transformation* occurs.



“

If you can *tune* into your *purpose* and really *align* with it, setting goals so that your *vision* is an *expression* of that purpose, then *life flows* much more *easily*.

”

-Jack Canfield, author and thought leader



## Are you ready to be *self-led*?

Being a self-leader is a choice. You don't have to be self-led to be successful, but it can give you an acute sense of clarity when it comes to who you are and what you want from life.

Take a moment to consider these questions:

1

DO YOU FEEL THAT EVERYONE AROUND YOU IS CELEBRATING WINS, ACHIEVING THEIR DREAMS, AND TICKING ALL THEIR BOXES, BUT YOU ARE JUST WATCHING YOUR LIFE FROM THE SIDELINES?

2

DOES IT SEEM LIKE YOU ARE JUST CRUISING THROUGH LIFE WITH LITTLE DIRECTION OR INTENTION?

3

DO YOU BREAK INTO A COLD SWEAT WHEN YOU ARE ASKED WHERE YOU SEE YOURSELF IN FIVE YEARS?

4

DO YOU FIND THAT YOU ARE CONSTANTLY BLAMING OTHERS FOR MISFORTUNES IN YOUR LIFE?

5

DO YOU OFTEN SEEK VALIDATION FOR YOUR THOUGHTS AND ACTIONS FROM A RANGE OF OTHER PEOPLE?

If you answered “yes” to one or more of these questions, then you could benefit from learning self-leadership.

# The self-leadership pillars

When you learn to self-lead, you *embark on a journey* of growth through harnessing your *mindset, emotional intelligence, relationships* and *career*. All these aspects will help you realise your purpose, which is one of the most powerful indicators of happiness and fulfillment in life.

*The seven pillars are:*

**1**

**BEING THE  
CREATOR OF YOUR LIFE**

In order to self-lead, you need to be able to say the words: “I take ownership and responsibility for my own life”. This simple, yet powerful statement is essentially declaring that you, and you alone, have the ability to create anything you want in your life. This self-awareness and realisation is paramount for taking the first step in leading your own life.

**2**

**PRIORITISE  
YOUR TIME**

Being able to not just manage your own time, but prioritise it, is a massive part of taking responsibility for your own life. This could even just mean blocking out time in your calendar for everything you do. Manage your days and your calendar however best suits you; digitally, a paper diary, colour coding, imagery, sticky notes... whatever keeps you accountable.

3

**SEEK OUT  
CHALLENGES**

Self-leadership rarely takes place in your comfort zone. If you want to take ownership of your own future and create the life that you want, you're going to have to challenge yourself when you can. Try things you've never tried before, walk paths that you've never previously explored. Although by doing this you might feel uncomfortable and nervous, remember that this is where true growth happens. This is how we upgrade, level up and upskill ourselves to lead the life we want.

4

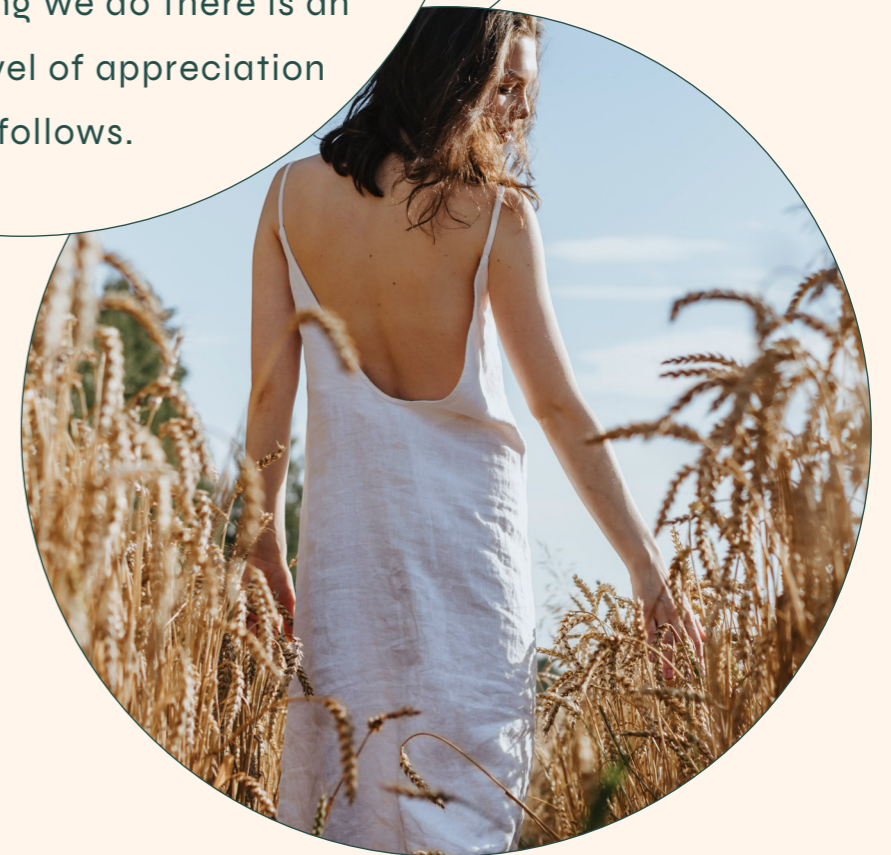
**DISCIPLINE  
YOURSELF**

Change and growth requires education, accountability and a certain level of discipline on your part to ensure you stick to your intentions. Follow through on your commitments and realise that by doing so the reward is a more empowered, uplifted and inspired you.

5

**FIND VALUE  
IN YOURSELF**

A big component of being a self-leader is self-reflection and really taking the time to value yourself and the work that you do. This doesn't mean just valuing the wins, but also seeing value in the lessons, the mishaps and obstacles you encounter on the way. When we can see value in everything we do there is an unparalleled level of appreciation that follows.



6

**EMBRACE  
SELF-LOVE**

In this context, self love means rewarding yourself with things that you love and value.

If you consistently reward yourself for your challenges, it will make the challenges less daunting.

Some of the ways to incorporate self-love into your routine is through exercise, treating yourself to a facial or cheeky massage, going out for lunch with your friends or simply spending time on your own. It doesn't have to be an expensive and indulgent adventure, just something that fills up your cup and indicates that you value and prioritise yourself.



7

**LISTEN TO YOUR INTUITION**

To truly lead from the heart with authenticity, it's important that you're connected to your inner guidance system, aka your intuition. Strengthening your intuition and listening to your heart is vital when it comes to self-leadership. The more self-awareness you have, the stronger your intuition becomes. Once you're able to tune into what your personal indicators are for when something feels right (or just plain wrong), there is nothing that you won't be capable of creating.

“  
*Everyone* has been made for some  
*particular* work and the *desire* for  
that work has been put in *every heart*.  
”

– Rumi





## Where do I start?

The following four exercises are designed to gently but quickly start your journey into self leadership. Take a moment to answer the questions honestly and with intention.

EXERCISE 1: CORE VALUES

The questions below are designed to help you define what's important to you. Take your time. Let them marinate a little, and answer from your gut. Don't filter yourself - you don't need to share any of these answers with anyone (unless you feel that would be beneficial).

1

WHAT MOTIVATES AND ENCOURAGES YOU TO GET UP IN THE MORNING?

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2

WHAT TENDS TO KEEP YOU UP AT NIGHT?

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WHAT ARE YOU DOING WHEN YOU'RE AT YOUR BEST? WHAT MAKES YOU HAPPY?

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3

4

WHAT BOTHERS YOU AND WHY?

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WHY DO YOU DO THE WORK YOU DO?

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5

6

WHY DO YOU LIVE WHERE YOU LIVE?

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7

WHAT DO YOU LONG FOR AND WHY?

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8

WHAT KINDS OF THINGS DO YOU READ,  
LISTEN TO AND WATCH? WHY?

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WHO DO YOU ADMIRE AND WHY?

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9

10

WHY DO YOU HAVE THE RELATIONSHIPS  
THAT YOU HAVE?

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Now that you have your answers, it's time to highlight your core values. For example, for HERDE founder Khara Williams, her core values are:

“  
Family time (which is being present, with limited phone usage), living near the water, giving back to the community and those that are doing it tough, and my *absolute non-negotiable* is moving my body and fuelling myself and my family with *good food*.  
”

## From your answers, find your five core values:

Value #1:

Value #2:

Value #3:

Value #4:

Value #5:



**EXERCISE 3: ENERGY EXPENDITURE**

You are capable of being your best self all the time simply by bringing awareness to how people, things and situations make you feel. Take a few minutes to close your eyes and visualise your best self:

**HOW DO YOU FEEL IN YOUR BODY WHEN YOU ARE YOUR BEST SELF?**

**WHAT'S YOUR POSTURE LIKE?**

**HOW ARE YOUR MOTIVATION LEVELS?**

**DO YOU FEEL INSPIRED, CREATIVE, JOYOUS?**

To see where you are spending most of your energy on a daily basis, answer the following questions and explore how people and situations in your life affect you.

**NAME FIVE PEOPLE, THINGS OR SITUATIONS YOU FEEL STRENGTHEN YOUR ENERGY:**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**NAME FIVE PEOPLE, THINGS OR SITUATIONS YOU FEEL WEAKEN YOUR ENERGY:**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Read over your answers and make note of anything that might need a little bit of energetic reshuffling in your life:

Lined writing area for notes.

EXERCISE 4: SELF-WORTH BAROMETER

Self-worth is a powerful tool we can access to help lead ourselves through the challenges and difficulties we face in our daily lives.

On a scale of 1-10 (1 being very low self-worth and 10 being very high self-worth), where does your level of self-worth sit in the following key areas.

Finances 1 2 3 4 5 6 7 8 9 10

Career 1 2 3 4 5 6 7 8 9 10

Relationships 1 2 3 4 5 6 7 8 9 10

Self care 1 2 3 4 5 6 7 8 9 10





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Join the wait list to be the first  
to hear about the self-led program.

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