

# THE Authenticity CHALLENGE

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Are you a leader, manager or supervisor? If so, you are bound to have heard about authentic leadership. Authenticity and its benefits are huge buzz words right now, but what is it and why is it so important?

Brene Brown, research professor and writer on the topic, describes authenticity as 'a collection of choices that we have to make every day. It's about the choice to show up and be real. The choice to be honest. The choice to let our true selves be seen.'

Now here's the challenge. Some managers interpret this as, 'This is the real me. Put up with it'. To a large extent those managers are missing the point. Most of us are not the same people that we were at five years old - we have moved on. The behaviours that got us to where we are now, may not get us to where we want to be in the future. Authentic leadership is more to do with consciously showing up as our best selves and being willing to own up to and address the less desirable parts of our characters.



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