



***WHAT DO THIS IMAGE AND  
LEADERSHIP HAVE IN  
COMMON?***



In the tv series *Mad Men*, the ad agency Sterling Cooper created an iconic tagline for *Popsicle*:

***Take it. Break it. Share it. Love it.***

The message was brilliant. It wasn't about frozen treats. It was about taking what people perceived as one thing and turning it into a simple action-based experience that brought people together.

*What if we applied this same formula to leadership?*



## ***Take it off its Pedestal***

Take ownership of leadership. Just like a popsicle, leadership is for everyone—it's not reserved for the elite or those with titles. It's for everyone to grab.

Taking leadership off its pedestal means seeing it as something tangible and accessible at any moment by anyone. It's about recognizing that leadership isn't about being extraordinary—it's about acting with purpose in ordinary moments.

***Believe that you are a leader.***



## ***Break it Into Small Actions***

Breaking leadership into small, meaningful actions create positive outcomes for others and yourself.

Leadership doesn't need to feel overwhelming. Whether it's offering a helping hand, speaking up when it matters, or setting a positive example, leadership thrives in small, intentional steps.

***When you break leadership down, it becomes manageable, repeatable, and impactful.***



# ***Share it with Others***

Leadership grows when it's shared. When you lead with your best self, you will create leadership opportunities for others by bringing out the best in them.

Sharing leadership means building a culture of collaboration and empowerment. Your actions will inspire those around you to contribute, take initiative, and see themselves as leaders too. Together, shared leadership creates a ripple effect that amplifies its impact.

***Leader-to-leader interaction is the ultimate goal, but it starts with you.***



## ***Love it!***

Loving leadership means embracing the ways you can contribute positively to others or yourself, no matter how big or small – not someday, but today.

*By embracing the leader within yourself, you'll naturally seek out more opportunities to lead and grow, every single day.*



# *Leadership Is for Everyone*

Just like a Popsicle, leadership is for everyone to experience at anytime – young or old, winter or summer, inside or outside, in private or in public.

Leadership doesn't have to be complicated or exclusive—it can be simple, tangible, and meaningful.

*Take it off its pedestal. Break it into small actions.  
Share it with others, and love that you are a leader.*



# LEADERSHIP

ACTING ON THE GENUINE BELIEF  
THAT YOUR ACTIONS CAN  
CREATE POSITIVE OUTCOMES  
FOR OTHERS AND YOURSELF.