

♥ #DoingSomethingGreat

Why we always include the “♥” in #DoingSomethingGreat



**THIS MONTH'S NEWS
AND UPDATES:**

**Building successful
brands by
delivering great
integrated
customer
experiences**

DSG
DIGITAL SOLUTIONS GROUP

Why we always include the “♥” in #DoingSomethingGreat

One of our values at DSG is “Open and Honest Communication”. Success starts with authenticity – doing our jobs without compromising our values, personality, and our brand.

In the age of misinformation and disinformation, and in South Africa specifically which is burdened by corruption, we are seeing how important it is to have authentic leadership development that is built to last. Those who have successfully developed their brands have learned to strategically apply what they know about themselves as individuals to create more meaningful connections with others – relationships that ultimately drive business success every day.

Being authentic is a powerful way to differentiate yourself from your competition. Authenticity brings out the best in others, which means nothing will hold you from achieving your mission. Authenticity improves people as individuals, but it also makes for a more robust company culture and greater productivity overall.

Culture eats strategy for breakfast.

~ Peter Drucker

Authenticity is the foundation of trust – and if there's one thing every business needs, it's to build trust with its stakeholders.

People who have an authentic leadership style bring their whole selves to their jobs and participate fully and honestly in the workplace. Organisations that foster authentic behaviour are more likely to have engaged, enthusiastic, motivated employees.

Traditional organisational structures are being challenged and the new work-from-home or hybrid working environment makes it even more difficult to manage people and create alignment with company values and culture. Top talent is seeking work that is both meaningful and impactful.

Authentic leaders have the integrity and skills to make the right choices when necessary.

They have self-awareness which enables them to understand themselves better and therefore have more meaningful relationships with employees, the organization, and the vision. Their genuineness, modesty, and humility allow them to share the glory with team members. They have empathy and ethics which gives you the ability to support their team and remain committed to [#DoingSomethingGreat](#).

We promote a culture that is results focused. It empowers you to create a future beyond your present reality and enables you to energise your employees to see the vision as clearly as you do. Employees share in the profits of the company, so their direct efforts determine their earnings and if other employees stand in their way they generally do not last.

A big obstacle to authenticity is often a strong need to maintain a certain image. Leaders may have defined their image of “executive” or “leader” more narrowly than they need to. Effective leaders let go of the tight limits or expectations of how they need to appear – revealing their personality and humanness.

Authenticity

is 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.

- Brene Brown

If you want to build the right culture, you need to set the right values. If you have not read the book by Fred Kofman “[Conscious Business – How to Build Value through Values](#)” I highly recommend you do and you carve time out to think about what you truly want to represent you or your business. This might sound simple, but we often avoid or overlook the process of clarifying what’s most important to us.

Once you have established your values, you can better understand how aligned your behaviours are with your values and ethics. You can be clear on what’s most important to you now and what you will and will not do to get there.

#DoingSomethingGreat is always acting from the heart and therefore being authentic in everything you do.



Yaron Assabi