



Jory H. Fisher, JD, PCC

Speaker, Business Coach
Sales & Communications Trainer

BIOGRAPHY

Jory Fisher has enjoyed a diverse career in government, law, education, and entrepreneurship. As an attorney in Virginia for nearly 30 years, Jory focused on cases involving child abuse and neglect, juvenile delinquency, and domestic relations. She also served as a founding faculty member of Liberty University School of Law and Associate Dean for Career & Professional Development.

In 2008, Jory launched her business as a professionally certified coach. Although she was thrilled to work from home and attend more of her children's activities, she grappled with questions like: How do I attract clients? How much do I charge? What's the best use of my resources? How do I run a fulfilling, *profitable* business? She emerged as a passionate business coach and communications trainer for small business owners and sales professionals who want to make a bigger, more meaningful difference in the world – *and* more money.

Jory's coaching and training credentials include Professional Certified Coach, Master Certified Christian Coach, Certified Career Management Coach, Certified Business Coach & Startup Expert, and Certified Trainer of the BANKCODE™ methodology. She serves as Executive Director of Admissions for BLU University, an online learning community for entrepreneurs, and as the host and organizer of several Meetup groups in Baltimore, MD.

Jory graduated Phi Beta Kappa, *summa cum laude* from Southern Methodist University. She earned her Master's degree in Spanish from Middlebury College and her law degree from the University of Virginia.

In 2012, after raising a blended family of seven children, Jory and her husband Dave moved from Lynchburg, VA to Bel Air, MD. Jory's interests include faith, family, fitness, therapeutic horseback riding, adult congenital heart disease, and muscular sclerosis.

Are You a High-Quality Leader?

Values, Vision and Personality Traits

by Jory Fisher

"We're all leaders. The question is: what kind of leader are we?"

History is replete with women leaders whose Values, Vision, and Personality Traits cause them to stand out as women we admire and wish to emulate. We're *all* leaders. The question is: what kind of leader are we?

Throughout the centuries, women (and men of course) have misused their influence for more power, more prestige, and more possessions. When choosing which leaders to follow or which leaders to invite to join us on a mission or project, we must look at the person's Values, Vision, and Personality Traits. Similarly, when discerning whether we would be a good fit for a leadership role, we are wise to consider our own Values, Vision, and Personality Traits. If we see a red flag (a mis-fit) with *any* of those factors, we could be faced with a challenge right away or with a full-blown problem down the road. It's better to pause and make a sound, well-informed decision now than regret our decision later.

We can learn a lot about ourselves by taking online personality assessments. Like many of you, I've taken several. I'm aware of my strengths, weaknesses, spiritual gifts, likes, dislikes, and buying behavior. I'm "leadership material" according to the assessments. I like leading, provided the cause is one I believe in wholeheartedly and the people are fun to work with.

What about you? According to assessments you've taken or comments you've received, are you naturally a leader? Do you enjoy leading? Suppose you get to choose a project to work on for the next eight hours, or eight months, would you be happy if most of your responsibilities required the skills and talents of a leader?

If you wish to be a *high-quality* leader, I invite you to answer the following questions to discern the kind of leader you wish to be, the type of leadership you wish to provide, and the types of causes you're here on earth to advocate for, promote, and/or support.

1. What has given you a sense of accomplishment and fulfillment during school, work, or leisure time?
2. What kind of needs, problems, and issues concern you? What keeps you awake at night? What articles do you read? Look at your whole life, e.g., your work, volunteer activities, and hobbies.
3. If you could do what you really wanted, what would you do? What is in your heart? What do you think would give you the most joy?
4. List and then rank your Knowledge, Strengths, Skills, Gifts, and Abilities. Look back over all your experiences—education, career, volunteer work, leisure activities, etc. What do you know or do well?
5. List, then rank, the values you hold near to your heart. Consider what you deem important, what gives meaning to your life and work, what compels you to action, and what defines your fundamental character.
6. Which individuals or groups pull at your heartstrings? Whom do you feel called to serve? Why? What is it about those individuals or groups that makes you want to reach out to them? What pain do you want to ease? What problem do you long to solve?
7. What other clues do you see in your life journey that might indicate the kind of leader you're called to be? For example, what pain have you experienced? What lessons have you learned? What losses and failures have helped you become the person you are today?

America needs high-quality women leaders! The questions above will help you discern how your Values, Vision, and Personality Traits can serve as an excellent foundation for your role as a *high-quality* leader at home, at work, in your community, and in the marketplace.

Speaking of home... there's nothing more important than how we model leadership as spouses and parents. I'm proud to say my six grown daughters and stepdaughters are now leading strongly and bravely in their respective industries (science, education, languages, entrepreneurship, theatre & film, and the U.S. Navy). They've stepped out into the world in a big way, doing what they're designed to do.

I'd like to add a few more ingredients to this recipe for leadership success. We must:

- Recognize our weaknesses and get help to overcome them.
- Be transparent about our challenges and shortcomings.
- Have a sense of humor!!

I am WAY more inclined to follow someone who recognizes her weaknesses, is transparent about her "opportunities for growth," and laughs about her imperfections. That is, I'd MUCH rather learn from someone (and be someone) who light-heartedly admits her soufflés have fallen than someone who brags that her soufflés turn out beautifully all the time.

We do not have to be perfect to be high-quality leaders! We "just" need to be willing to become the high-quality leaders we're called to be and do the work to make that happen.

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I'd love to hear one action step you're choosing to take today and why that action step is important to you. Bless you as you proceed upon your leadership journey!

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*Jory H. Fisher, JD, PCC
Speaker, Business Coach
P.O. Box 1491
Bel Air, MD 21014
jory@joryfisher.com
434.258.6793
www.joryfisher.com*