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The information  
provided is based on  
a conversation with  
Bob Chapman, CEO  
of Barry-Wehmler.  
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about Bob and BW  
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## The Responsibility of Leadership

Leadership is a profound responsibility, as is parenting, for those in your span of care.

Leaders give those in their care a grounded sense of hope for the future and aspire to send them home each night knowing who they are and what they do matters.

You can ask leaders to care for their stakeholders, but we have learned you have to teach them 'how to care.' We have learned that caring is contagious. When people feel cared for, it inspires them to care for others.

## The Human Element

The lens through which we see people impacts how we treat people at work and in the world. When you see them not as 'functions' but as someone's precious child, you treat them as you would want your own children treated.

To embrace this profound responsibility, you have to ensure that your organization has a robust business model or engine, which is the foundation of your responsibility, and the focus on a caring culture becomes the premium fuel that allows this business model to perform to its potential.

## Impact on Community and Culture

The way we lead impacts the way those in our care return to their families and community and those in their span of care.

The foundational skills to embrace this caring leadership responsibility are empathetic listening, recognition and celebration, and a culture of service. Moving from a 'me'-centric focus to a 'we'-centric focus creates a world where Everybody Matters.

Organizationally, you want your team to make the natural shift from focusing solely on their career success to equally playing their position on the team for the benefit of their colleagues. A team beats an individual every time.

## Building a Sustainable Leadership Model

It is much more than just 'getting the right people on the bus.' It is about building a safe bus, which is the business model, and having drivers-leaders-who know where they are going and how to drive the bus safely.

It is about embracing 'courageous patience' as you adopt the fundamentals of truly human leadership, with a focus on those that 'get it,' who are the early adopters, so that others will follow when their experience allows them to embrace these skills of caring for others.

And when we can embrace this profound responsibility, we can begin to 'heal the poverty of dignity' we have in the world and create a world where Everybody Matters.