

# RISE UP: The Empowered Leader's Playbook

*5 Powerful Shifts Every Professional, Executive & Business Owner Must Make to Lead with Purpose, Clarity & Lasting Impact*

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**Kola Olaleye** | Leadership Coach & Empowerment Speaker

"You've worked hard to get here. Now let's make sure you're leading at the level you were built for."





# Does This Sound Like You?

"You've hit a level of success most people dream about — but privately, something feels off."

You're leading a team or running a business — but you feel like you're running on empty

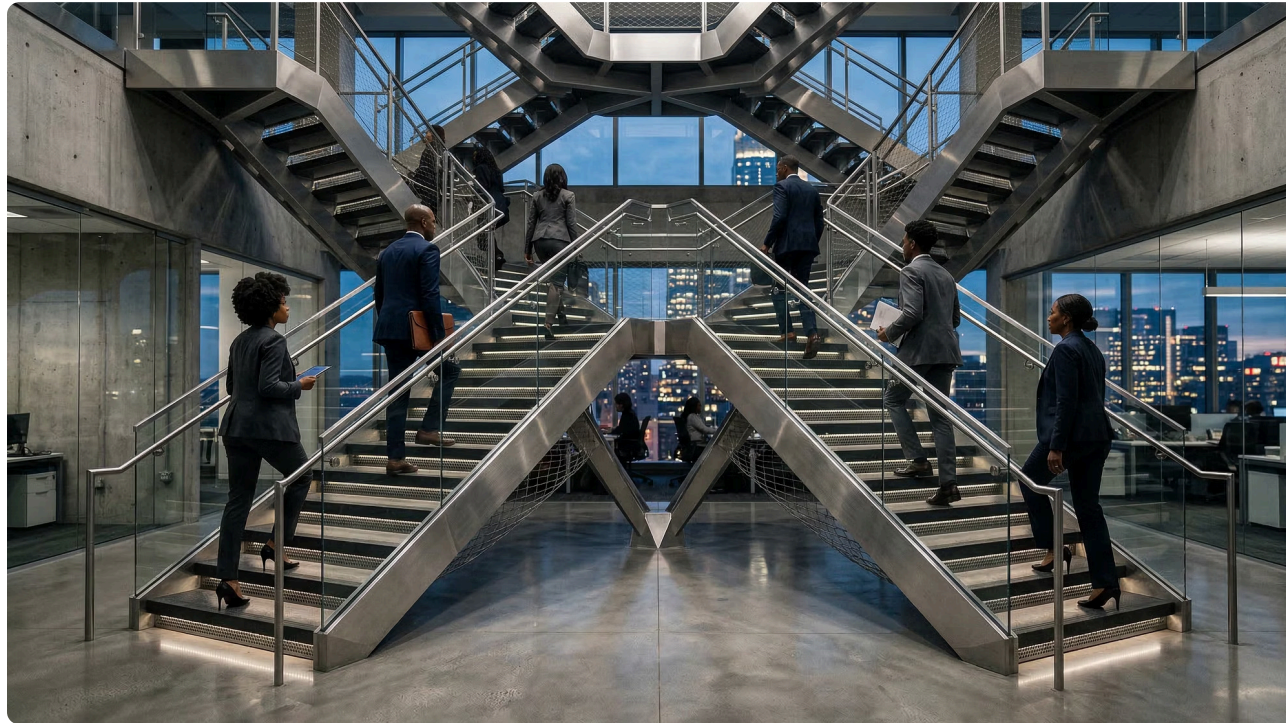
You're making decisions daily but second-guessing yourself more than ever before

You've climbed the ladder — but you're not sure it's leaning against the right wall

You're so busy *doing* leadership that you've stopped *growing* as a leader

📄 "If any of this sounds familiar — you're not failing. You're just ready for your next RISE UP."

# The Leadership Gap Nobody Talks About



"The higher you climb, the lonelier and more complex leadership gets — and nobody prepared you for that."

## The Shifting Game

At 25, ambition carried you. At 35, the game changed. At 45, the stakes are even higher.

## The Skills Gap

Most professionals were trained to be great at their job — not trained to lead through complexity, pressure, and growth.

## The Data

60% of leaders feel overwhelmed.  
50% of new executives fail within 18 months — not from lack of talent, but lack of intentional development.

"What got you here won't get you there." — **Marshall Goldsmith**

# Who This Is For

This playbook was written for you if you are:



## The Executive

Performing well externally but feeling disconnected internally



## The Business Owner

Built something great but feels trapped by what they built



## The Manager or Director

Ready to step into senior leadership but unsure how to make the leap



## The High Achiever

Knows they have more to give but can't seem to unlock it




## The Faith-Driven Leader

Wants to lead with both competence AND conviction



## The Whole-Life Leader

Whose success at work is coming at a cost at home

 *"No matter your industry, title, or background — if you lead people, projects, or a business, this is your playbook."*

# Introducing the RISE UP Framework

RISE UP is not a motivational catchphrase. It is a leadership framework built on one powerful truth: **every leader of significance had to make intentional shifts to lead at the level they were called to.**



## RISE UP FOR

Reconnect with your purpose



## RISE UP FROM

Break free from what's holding you back



## RISE UP TO

Lead through pressure with courage



## RISE UP WITH

Multiply your impact through people



## RISE UP WITHIN

Commit to relentless personal growth

*"This framework won't just make you a better leader — it will make you a better human."*

# RISE UP FOR — Purpose

*"Why Are You Actually Doing This?"*



"Many professionals spend 10–20 years building a career or business, then wake up one day and think: *Is this it?* That feeling isn't weakness. It's your purpose calling you higher."

→ A leader without a clear FOR is just a very busy, very stressed person

→ When your FOR is clear, hard decisions get easier and burnout becomes less likely

→ The most respected leaders aren't chasing revenue — they're driven by a mission that outlasts quarterly targets

"People don't buy what you do. They buy **why** you do it." — **Simon Sinek**

📌 💡 *"When purpose is clear, passion increases, decisions get easier, and impact becomes inevitable."*

# Your Purpose Audit — Do This Today

1

## The 5-Year Gut Check

Ask yourself: *"If I keep leading exactly the way I'm leading today, where will I be in 5 years? Is that where I actually want to go?"*

2

## Write Your Leadership FOR Statement

Complete this sentence: *"I lead because \_\_\_\_\_, and the people I exist to serve are \_\_\_\_\_."*

3

## Reverse-Engineer Your Calendar

Look at your last 30 days. Does how you spend your time reflect what you say you're FOR? If not — that's your first priority to fix.

*"If you don't RISE UP for something, you will end up exhausted chasing everything."*

# RISE UP FROM — Mindset

## *"What's Secretly Holding Your Leadership Back?"*

"The higher you go, the more your unresolved internal issues show up in your external leadership. The micromanagement that's really fear. The workaholism that's actually insecurity. The inability to delegate because deep down, you don't fully trust yourself — or others."

### **Unprocessed Failure**

The setback you've never fully faced — still shaping decisions today

### **Imposter Syndrome**

The whisper that says *"you're not really qualified for this"*

### **Scarcity Mindset**

Childhood survival wiring driving unhealthy hustle patterns

### **Fear of Delegation**

The bottleneck that's quietly strangling your business growth

"Failure is an event, not an identity." — **Zig Ziglar**

# Your Mindset Reset — Start Here



01

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## The Honest Inventory

Write down the top 3 fears, failures, or wounds limiting your leadership right now. Name them. You can't defeat what you won't face.

02

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## Reframe the Story

*"I failed at that business. AND I learned more from that than any success I've had."* Not toxic positivity — but truth.

03

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## Get Professional Support

The highest-performing executives have coaches, therapists, and mentors. Seeking help isn't weakness — it's the most strategic investment you can make.

❏ *"Away with the irrelevant old — to embrace the promising new. Your best leadership chapter hasn't been written yet."*

# RISE UP TO — Courage

*"The Pressure Is Real — Here's How Elite Leaders Handle It"*

"Economic uncertainty, team conflict, board pressure, scaling challenges, difficult conversations nobody wants to have — that's what leaders are navigating daily. The difference between those who thrive and those who crumble isn't talent. It's their relationship with adversity."

## Courage Redefined

Courage isn't the absence of fear — it's making the right decision **despite** the fear

## The Hard Conversation

Having the talk with a high-performing but toxic team member — that IS leadership courage

## The Bold Pivot

Making a major shift in your business when everything in you wants to play it safe

"Every stone in your way can be a stumbling stone or a stepping stone. The stone doesn't decide — **YOU do.**"

# Your Courage Activation — Do This Now



## Name the Obstacle

What is the one leadership challenge you've been avoiding or shrinking from? Write it down. Clarity is the first act of courage.



## Reframe the Challenge

Ask: *"What would I do if I knew I couldn't fail? What would the leader I want to become do?"* Then — do that.



## Take One Bold Move This Week

Not next quarter. **This week.** One phone call, one decision, one honest conversation. Momentum is built one courageous step at a time.

*"It is in the moments of RISING UP TO that the real leader inside you is finally revealed."*

# RISE UP WITH — Impact

*"Your Legacy Is Not What You Built — It's Who You Built"*



"The most powerful shift a leader makes is from 'how do I perform?' to 'how do I develop the people around me?' The ones who choose the second option build companies, movements, and legacies."

## Your Greatest Advantage

It's not your own ability — it's your ability to **unlock** ability in others

## The Research

Leaders who invest in developing others are **3x more likely** to retain top talent and outperform their peers

## The True Measure

Leadership is evaluated by the impact made on those you lead — not by the position you hold

☐ *"You truly RISE UP WITH others when people leave your presence better than they were when they first arrived."*

# Your Impact Blueprint — Start This Week

1

## Identify Your 3

Name 3 people in your team or sphere of influence you will intentionally invest in over the next 90 days. Schedule it. **Put it in the calendar.**

2

## Shift Your Meeting Culture

In your next team meeting, spend 10 minutes asking: *"What do you need from me to grow in your role?"* Watch what changes.

3

## Build a Development Habit

Commit to one meaningful leadership conversation per week — not about tasks, but about **growth, vision, and potential.**

*"Rising leaders raise others to their level. Who is rising BECAUSE of your leadership?"*

AREA #5

# RISE UP WITHIN — Personal Growth

*"The Most Overlooked Leadership Strategy: Investing in Yourself"*

"Most professionals stopped intentionally growing the day they landed the title or the revenue milestone. And the moment you stop growing as a leader, you start slowly shrinking — even if nobody can see it yet."

## The Private Gap

The distance between where you are and where you want to be is closed by what you do **consistently in private**

## The Margin Matters

The books you read, the mentors you engage — that is what shows up on the platform of your leadership

## Inner Work Wins

The executives who perform best under pressure aren't the most experienced — they're the ones who've done the inner work

"Leadership develops daily, not in a day." — **John Maxwell**

# Your Personal Growth Plan — Build It Now



## The 30-Minute Daily Investment

Protect 30 minutes every morning for reading, journaling, prayer, or reflection. Guard it like a board meeting. **It IS your most important meeting.**




## Your Leadership Growth Stack

Choose 1 book, 1 podcast, and 1 mentor or coach to engage with THIS quarter. Write them down right now.



## Find Your Accountability Structure

A coach, a peer group, or a mastermind. High-performing executives don't grow alone — they grow in community with other committed leaders.

 *"The world doesn't need leaders with bigger titles. It needs leaders with deeper roots. Grow within — and watch everything around you change."*

# The RISE UP Leader's Daily Creed

"Today I will **RISE UP FOR** my purpose — because my work matters beyond my paycheck.

I will **RISE UP FROM** my past — because my history does not determine my future.

I will **RISE UP TO** every challenge — because pressure reveals and refines the leader in me.

I will **RISE UP WITH** the people around me — because my legacy is measured in lives, not titles.

And I will **RISE UP WITHIN** — because the leader the world needs is still becoming."

— The Empowered Leader's Daily Creed | Kola Olaleye



# What Happens If You Don't Rise Up?

"Let's be direct for a moment. Because the stakes are real."

## Your Team

The team that needed your leadership will find someone else to follow

## Your Business

The business with potential will plateau — or collapse under a leader who never grew

## Your Family

The people watching you will learn that success means being busy, stressed, and unfulfilled

## Your Legacy

The version of you that could have led at the highest level will remain locked inside — unexpressed and unreleased

📌 *"This isn't about guilt. It's about urgency. The world needs what's inside you. Your team needs it. Your family needs it. And quite frankly — YOU need it."*

# You Don't Have to Figure This Out Alone



"Every elite performer — from world-class athletes to Fortune 500 CEOs — has a coach. Not because they're weak. **Because they're serious.**"

Ask yourself: *Who is giving you honest, unfiltered feedback on your leadership? Who sees your blind spots? Who is in YOUR corner?*

→ Bill Gates has a coach

→ Eric Schmidt called hiring a coach the best professional advice he ever received

→ Moses, Timothy, David — the greatest leaders in scripture all had someone pouring into them

*"If the answer is 'nobody' — that's the most important thing to fix. And that's exactly where Kola Olaleye comes in."*

WORK WITH KOLA

# Ready to RISE UP With a Coach in Your Corner?

"I'm **Kola Olaleye** — and I know what it feels like to be successful on the outside while wrestling with uncertainty on the inside. I know what happens when a leader finally gets the right support, the right framework, and the right community. **Everything changes.**"



## 1:1 Executive Coaching

Personalized, confidential, results-driven. We go deep on your specific challenges and growth strategy.





## Empowered Leaders Program

Transformational group coaching with community, curriculum, accountability, and coaching — all in one.



## Workshops & Keynote Speaking

Bring the RISE UP framework to your leadership team, organization, or conference.

  **"Your first step is a FREE 30-minute Discovery Call. No pressure, no pitch — just a real conversation about where you are and where you want to go."**



# Your RISE UP Moment Is NOW.


"You've read the framework. You've felt the truth. You know what needs to change. The only question left is: **will you take action — or will you go back to your busy schedule and stay exactly where you are?**"

1

 **Book Your FREE Discovery Call**

30 minutes with Kola. Real conversation. No pressure, no pitch.

2

 **Follow for Daily Leadership Insights**

@KolaOlaleye — practical wisdom delivered every day

3

 **Join the Empowered Leaders Community**

A growing community of leaders committed to rising together

"The world doesn't need you to be busier. It needs you to be better. RISE UP — your moment is waiting."

ABOUT THE AUTHOR

# About Kola Olaleye

## Kola Olaleye

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Kola Olaleye is a leadership coach, empowerment speaker, and founder of the Empowered Leaders movement. With a passion for developing leaders who lead with both excellence and purpose, Kola has helped professionals, executives, and business owners across industries unlock their potential, overcome their limitations, and build leadership that creates lasting impact.

In the boardroom, the marketplace, and beyond — Kola's work transforms not just how people lead, but who they are becoming as leaders.

 *"Empowering Leaders to RISE UP — In Business, In Life, In Legacy."*

