

Stephen Chong  
– *defining corporate wisdom*

## Media Release

### Leadership self-mastery: It's a matter of being – not becoming says Stephen Chong

**Monday July 9, 2018.** Stephen Chong acknowledges that he has heard many times in his ***Defining Corporate Wisdom*** presentations that *'The captain must lead from the front', 'The leader must give them direction', 'The leader must be the first out of the trenches'...* and all that may be so. But the Master Leader knows that leadership is a matter of being – not becoming.



Commenting further, Stephen Chong said, “Leaders of an organisation are the highest order representatives of the Values of the enterprise. They are the role-model for the practical demonstration of organisational values-in-action.

“Organisational values have a direct relationship on how leaders (and all personnel) should act. These values define the leaders as individuals and provide a benchmark for how to behave in *'corporate'* colours.

“These Values are not aspirational – they are demonstrable!”

In his book, **The Music of the Soul: a pathway to a rich and fulfilling life** (2011, p.90-91), Stephen Chong explains that in life, individuals are often in a state of desire. Wanting things all the time in the hope that once they (the objects of desire) have been obtained, happiness will follow.

In terms of ***Defining Corporate Wisdom***...the leader may want more productivity from his / her staff and when this is achieved, hopes that happiness will be the result.

“From a leadership point of view, this is a revolving door of desire that causes a never-ending search for satisfaction”, said Stephen Chong.

“The alternative to jumping on this merry-go-round is to choose a state of being that is available to us every moment of every day”.

Going on to explain, Stephen Chong affirms that at any moment throughout the day, the Master Leader will choose a state of being before they start doing things ... and the best place to start is the organisational Values.

For example, if the articulated organisational Values are: Honesty, Integrity and Accountability. Or perhaps, Compassionate, Caring and Inspirational – aren't these a wonderful place to start for a Leader?

A Master Leader will choose to be these values every moment of every day.

Stephen Chong continues, "Then, as leaders 'act' these behaviours, they will have them in abundance – that's just how it works for the Master Leader.

"As the organisation's principle role-model(s), leaders become the beacon for their staff to mimic and enact these behaviours".

It is known by the Master Leader that these Values will have a direct impact on the primary strategic intentions and the short-term goals determined by the organisation because the flow-on effect to staff will be in the form of increased motivation and commitment.

A primary question in the minds' of most employees is, "Why should I be lead by this person? Why should I follow them?".

The answer comes quite readily to the Master Leader(s) when they are able to be what the organisation has determined to be the bedrock foundation of its success – its primary Values.

The Master Leader also knows that these Values act as a point of 'succour and support'.

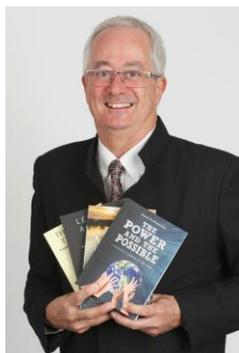
When problems occur – as they do – acting in accord with the stated Values can bring satisfaction through the right actions, i.e. 'Yes, we did act with Honesty and Integrity in handling that situation', or, 'We need to ensure that we handle this situation with Compassion and Caring'.

A win-win every way you look at it for the Master Leader.

Issued by Stephen Chong

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**Stephen Chong M.Ed.** is a highly sought after Personal Development Coach, Speaker, and Author. In his coaching work, Stephen focuses on imparting the essential envisioning and goal-setting skills that bring out the best in executives, managers and staff in the modern workplace.

He has established a considerable reputation for designing and delivering quality coaching and training programs, evidenced in the many courses he has written, such as: Enhanced leadership skills; Effective communication; Conflict resolution; Living on the edge of your comfort zone; Developing winning teams; and Overcoming the obstacles.