be courageous | WPA

2026 - From Timber to Tech

Leading with Essentialism

Preparing for Your Moments of Courage

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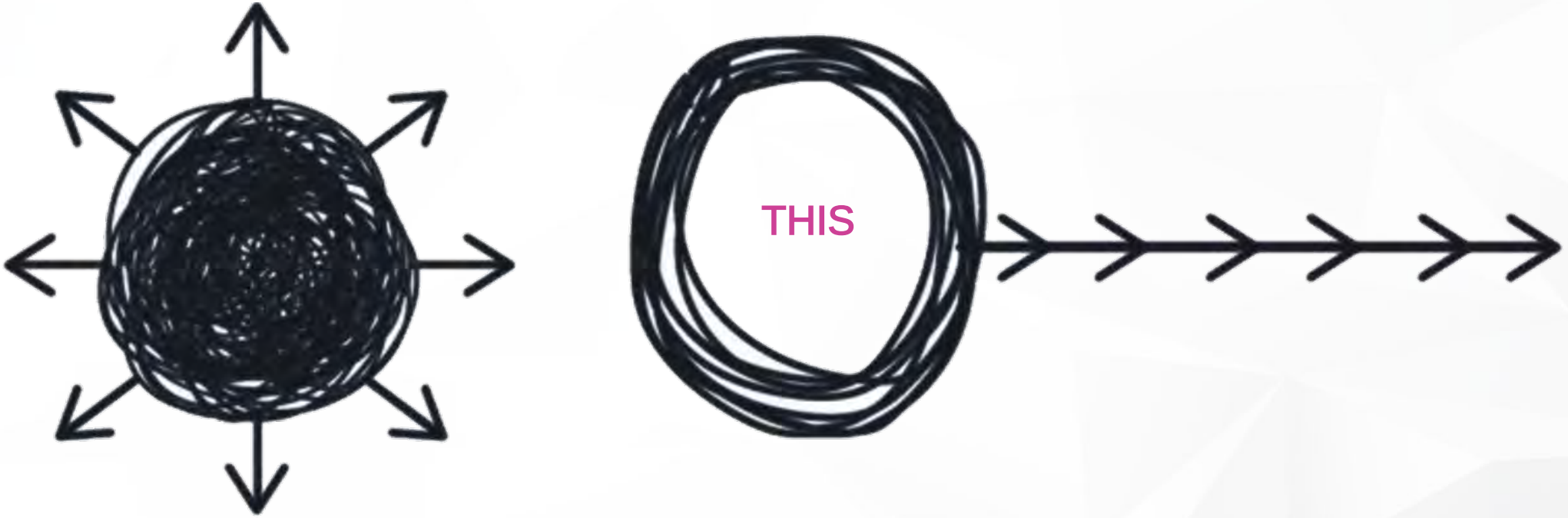
Leading with Essentialism

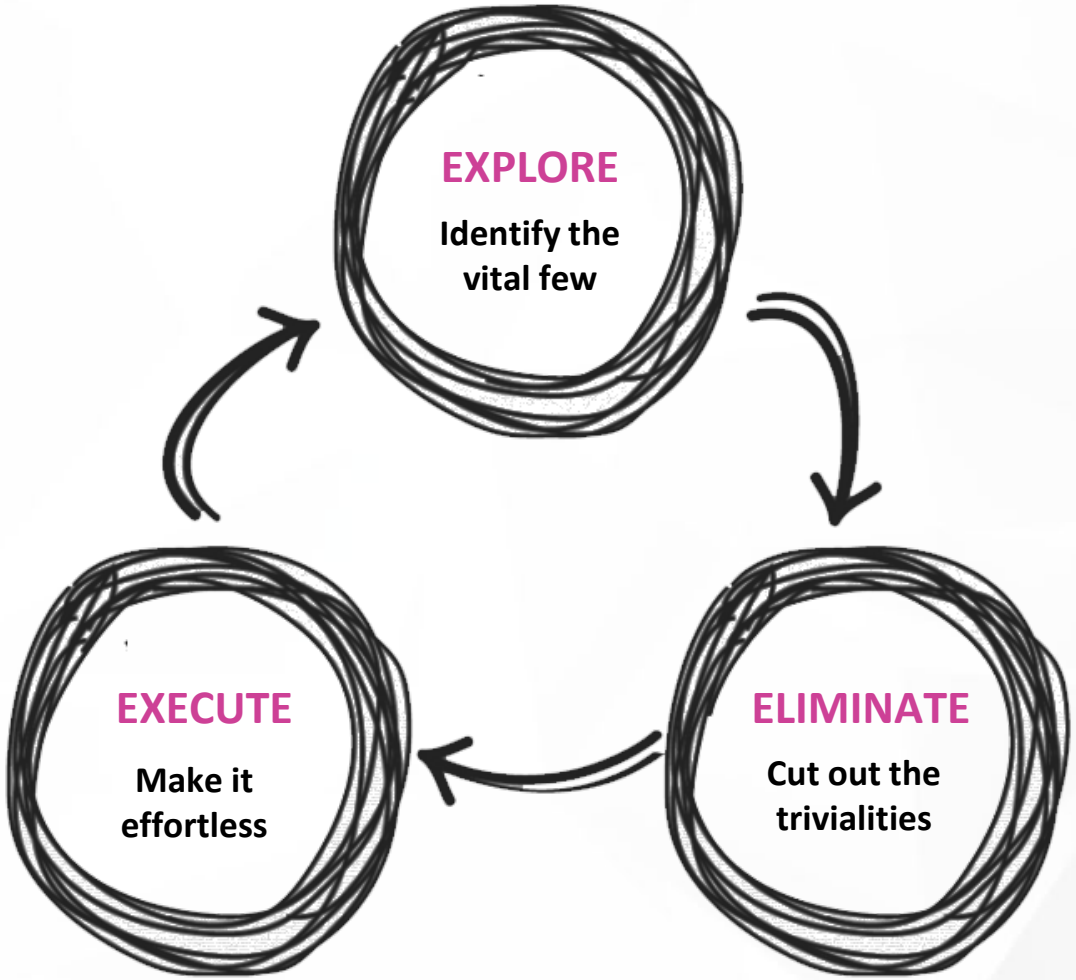
The process of influence to realize and maximize the full potential of others

Disciplined pursuit of less and better

What does it mean to you?



Where is essentialism most needed?



Where is essentialism most needed?

20 Seconds

Write your FULL NAME
As many times as you can?

70,000 thoughts a day

35,000 choices a day

90% same as yesterday

80% negative

"Today, right now,

is the slowest rate of change

we will ever experience again

for the rest of our lives."

Kyle Hermans, Be Courageous

"Today, right now,

is the least complex time

we will ever experience again

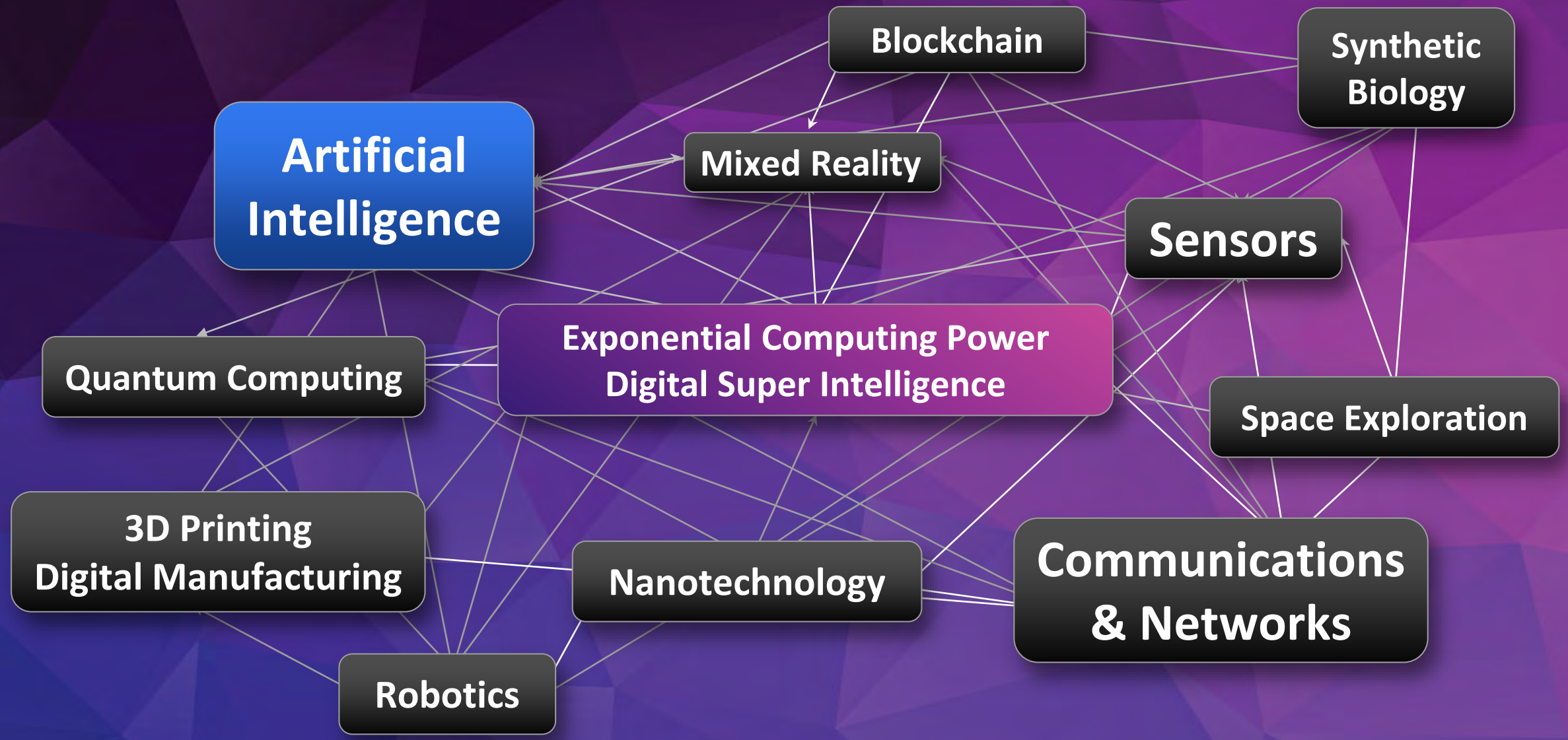
for the rest of our lives."

Paul D. Roberts, Be Courageous

"We are currently using today and tomorrow's breakthrough technology to solve yesterday's problems."

Kyle Hermans, Be Courageous

Modern Tools



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Access, Solutions, Adoption

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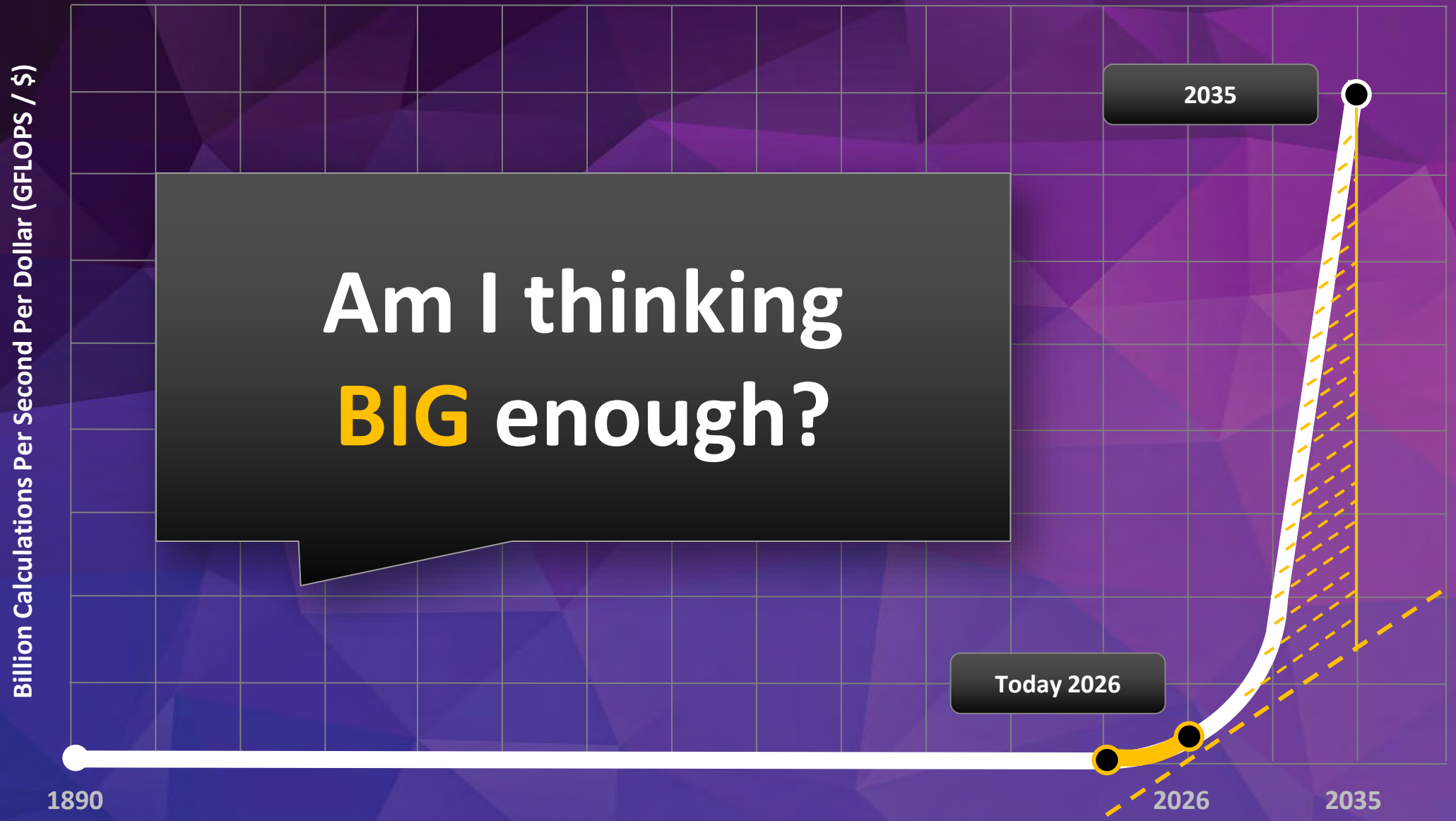

Am I thinking BIG enough?

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Am I thinking DIFFERENT enough?

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What am I STANDING for?

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Where is the COURAGE needed?

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FEAR

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Connection

Protection

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COURAGE

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FEAR ▶ Is It True? ▶ COURAGE

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To adapt is to take

RISK

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"The Future you hold in your mind drives your actions and behavior"

Where is the courage needed right now? and Why?

What is the future state I desire to create? and Why?

What is something worth transforming? The shift needed? and Why?

What do I need to learn and/or unlearn to achieve my future state? and Why?

What is worth building that will create the most impact? and Why?

What will we stand for in the future? and Why?

Psychological Courage

Solve for the present from the **future**

"We’re currently preparing leaders for jobs that don’t yet exist using technologies that haven’t yet been invented in order to solve problems that we don’t even know are problems yet.”

Richard Riley

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“Our mind must reach the destination before our life does.”

Kyle Hermans, Be Courageous

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BHAG!
MTP!
MOONSHOT!

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Company	Purpose	Practices
Patagonia	**We're in business to save our home planet.**	Put environment first in every decision - Earth Tax
Sales Force	**Powering the world's largest companies to change the world**	Donates 1 % of equity, 1 % of product, 1 % of employees' time
IKEA	**Create a better everyday life for the many people.**	Affordable-for-all products that save water, energy and waste
Unilever	**To make sustainable living commonplace.**	Embeds purpose into every brand. Bonuses Sustainability
The Every Company	**Bringing animal-free proteins to everyone, everywhere**	Zero animals harmed every again (Animal Clock)
Be Courageous	**Courage for every person in every moment**	World leading research, free resources every month

Common playbook: Companies under-10-year-olds integrate transparency, design circular or zero-carbon products from day one, and open-source tools or data so the entire industry can move faster - embedding purpose as their growth engine into P&L.

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What is most essential?

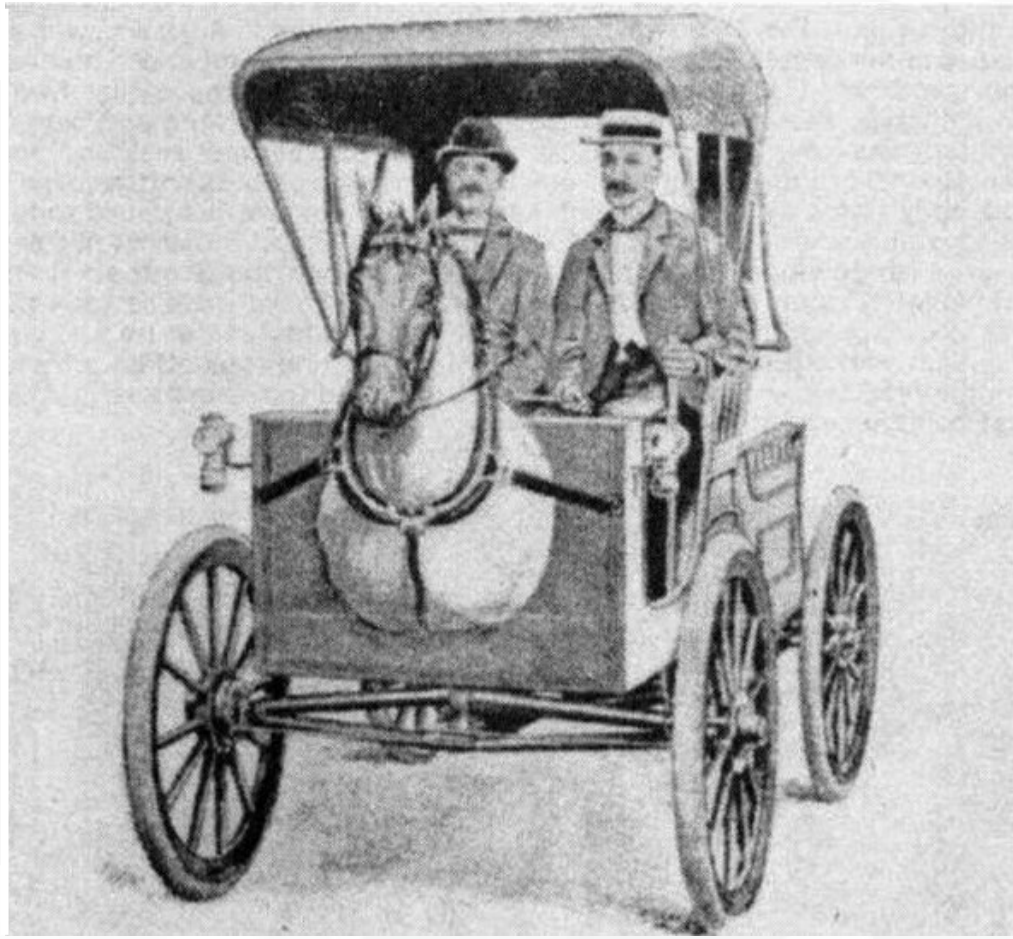
What is the future state I desire to create? and Why?

Spiritual Courage

Challenge Your Beliefs

“To transform what we do we must first transform how we think”

Mark Bonchek



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“To transform what we do we must first transform how we think”

Mark Bonchek

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“Create a new system that makes the old system obsolete”

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“What business are you in?”

“Who do you serve?”

“What is the job to be done?”

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Company	Old Mindset	New Reality
Tesla	**EVs will always be niche, slow and unprofitable.**	Outperform gas cars. Open source patents
Netflix	**People want to own discs or watch scheduled TV.**	Unlimited discs, pivot to streaming, Data driven A-B culture, freedom with responsibility talent model
Airbnb	**Strangers won't trust each other enough to share homes.**	Two way reviews, secure payments, $1M guarantee, community powered design sprints
AWS	**Every company must buy, rack and maintain its own servers.**	Pay-as-you-go cloud, "even a kid in a dorm room" had Fortune-500 compute power, work backwards
Moderna	**Vaccines take 10+ years and traditional platforms.**	Delivered vaccine sequence to first dose in 63 days AI-driven design studio generating thousands of candidate sequences weekly

Common playbook: Purpose led, Framing missions around frustrations. Platform economics, trust layers, open scalable platforms. Culture mechanisms, challenger mindset and daily rituals.

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What is most essential?

What is something worth transforming? The shift needed? and Why?

Everyday Courage

Continuous Learning and Unlearning

We are living in an exponential age

New Realities	New Priorities
Complexity	Agility
Uncertainty	Acceleration
Discontinuity	Transformation

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Paradox: Leaders must operate in two worlds

Predictable

Plan and control with predictability and efficiency

Unpredictable

Prepare and adapt with creativity and courage

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“We are the last generation
to only manage human beings”

Kyle Hermans, Be Courageous

50% | 87%

Shou Chen, Berkley

Skills

What skill do you no longer use?

What new skill have you recently learnt?

BC Research - Critical skills and competencies needed by the management teams and next-level leaders to **lead the culture** into the future.

- **Emotional Resilience and Self-Regulation**
- **Relationship Building and Social Influence**
- **Improved Decision Making**
- **Interpersonal Sensitivity and Empathy**
- **Developing Others and Providing Constructive Feedback**
- **Trust Building and Psychological Safety**
- **Adaptability vs Perfectionism**
- **Leading and Managing Up and Down Under Pressure**
- **Improving Communication**

BC Research - Critical skills and competencies needed by the management teams and next-level leaders to **lead the culture** into the future.

- **Strategic Agility**
- **Fast, High-Quality Decision-Making**
- **Innovating At The Edge**
- **Courageous and Authentic Leadership**
- **Intellectual Rigor and Continuous Learning**
- **Culture-Builder and Talent Multiplier**

What is most essential?

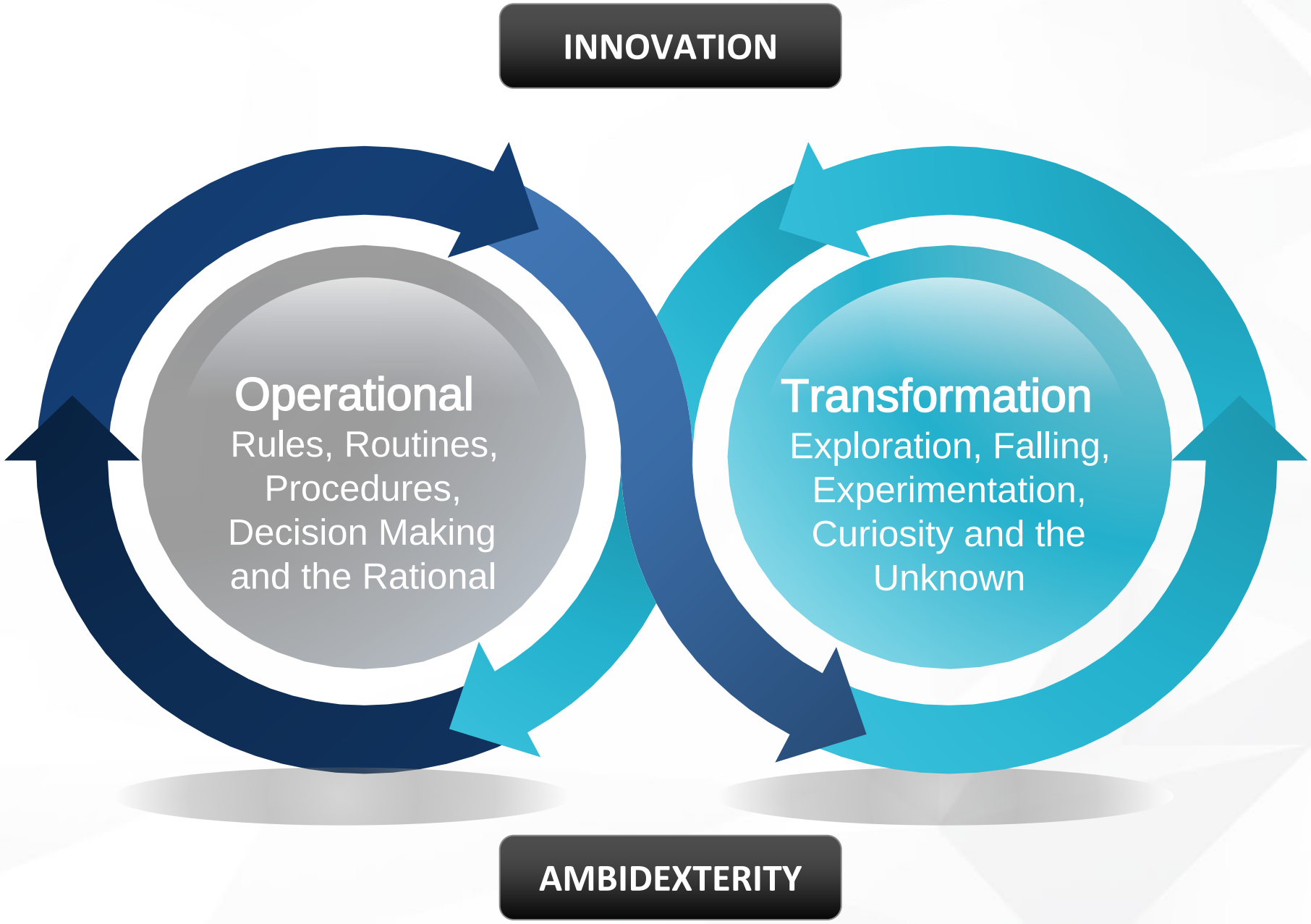
What do i need to learn and/or unlearn to thrive in the future?

Physical Courage

Courageous Creativity

bumble

coinbase
headspace
DOORDASH
zoom
duolingo
shopify
Zillow
PayPal
bumble
Spotify
airbnb
betterhelp
STRAVA
Uber
waze
GRUBHUB
WhatsApp
Square



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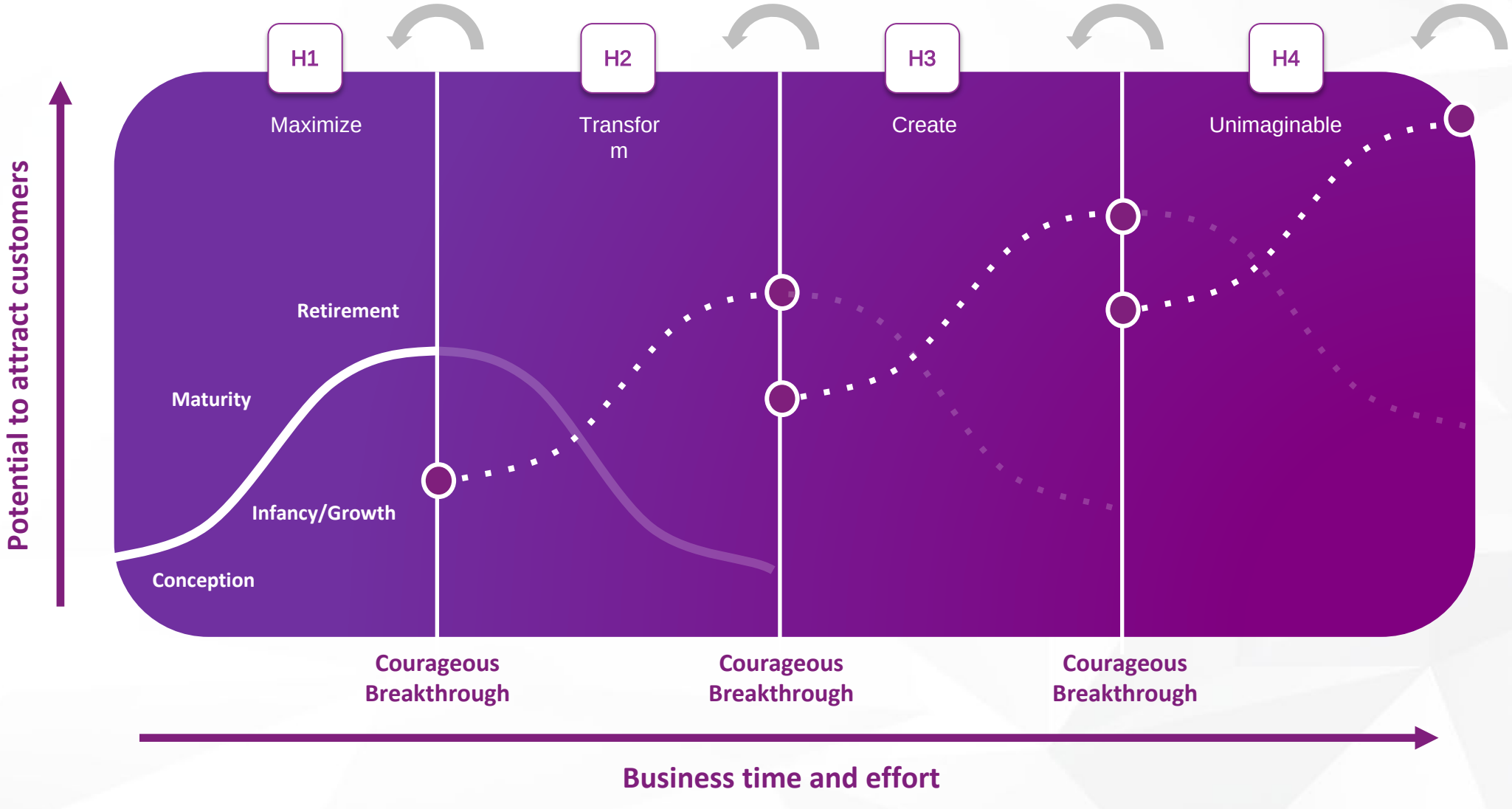
H1
H2
H3
H4
Maximize
Transform
Create
Unimaginable
Retirement
Maturity
Infancy/Growth
Conception
Potential to attract customers
Courageous Breakthrough
Courageous Breakthrough
Courageous Breakthrough
Business time and effort

FAIL FAST FALL EDGE

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1% daily improvements

Kyle Hermans, Be Courageous

What is most essential?

What is worth building that will create the most impact? and Why?

Moral Courage

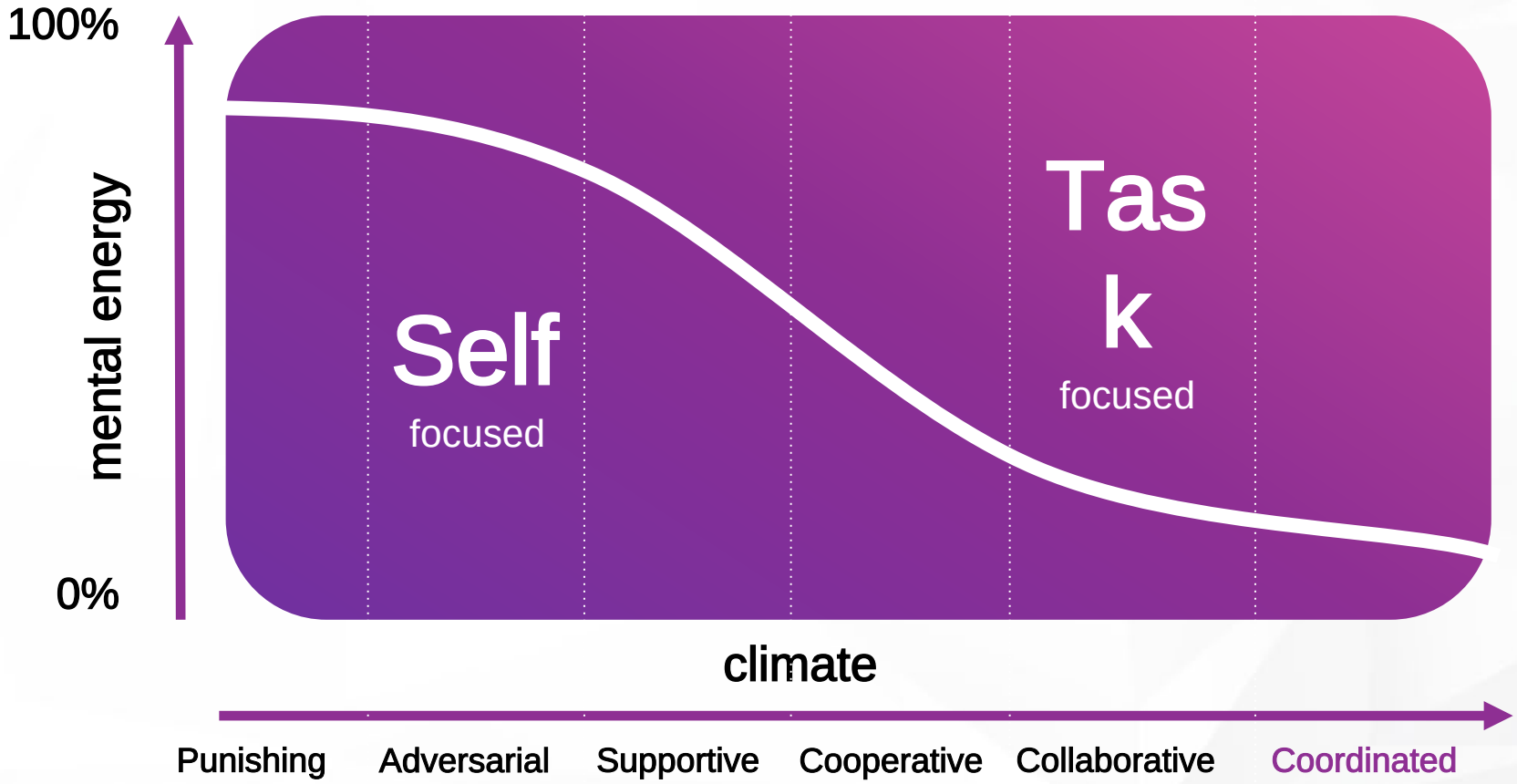
Standing up for what matters

“The wild west of the future needs a Protector .”

Kyle Hermans, Be Courageous

Over the next 10 years
we will likely experience
the same level of change
we have experienced
in the last 100 years.

Ray Kurzweil,



Adaption from original Source: Synecticsworld

“What are the core values will we stand for?”

Accountability
Achievement
Adaptability
Adventure
Altruism
Ambition
Authenticity
Balance
Beauty
Being the best
Belonging
Career
Caring
Collaboration
Commitment
Community
Compassion
Competence
Confidence
Contentment
Contribution
Cooperation
Courage
Creativity
Curiosity
Dignity
Diversity
Environment
Efficiency
Equality
Ethics
Excellence
Fairness
Faith
Family
Financial-stability
Forgiveness
Freedom
Friendship Fun
Future-generations
Generosity
Giving back
Grace
Gratitude
Growth
Harmony
Health
Home
Honesty
Hope
Humility
Humor
Inclusion
Independence
Initiative
Integrity
Intuition
Job security
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Legacy
Leisure
Love
Loyalty
Making a-difference
Nature
Openness
Optimism
Order
Parenting
Patience
Patriotism
Peace
Perseverance
Personal-fulfillment
Power
Pride
Recognition
Reliability
Resourcefulness
Respect
Responsibility
Risk taking
Safety
Security
Self-discipline
Self-expression
Self-respect
Serenity
Service
Simplicity
Spirituality
Sportsmanship
Stewardship
Success
Teamwork
Thrift
Time
Tradition
Travel
Trust
Truth
Understanding
Uniqueness
Usefulness
Vision
Vulnerability
Wealth
Well-being
Wholeheartedness
Wisdom
Write your own:
_____
_____

What core values do we stand for?

What will we stand for in the future? and Why?

"The Future you hold in your mind drives your actions and behavior"

What is most essential?

Where is the courage needed right now? and Why?

What is the future state I desire to create? and Why?

What is something worth transforming? The shift needed? and Why?

What do I need to learn and/or unlearn to achieve my future state? and Why?

What is worth building that will create the most impact? and Why?

What will we stand for in the future? and Why?

Conclusion

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10X

Set ~~Realistic~~ AMBITIOUS Goals

Follow the ~~Plan~~ VISION

~~Minimize~~ ~~Risk~~ MAXIMIZE LEARNING

~~Standardize~~ PERSONALIZE

~~Target the Customers~~ CO-CREATE

~~Centralize~~ EMPOWER decision -making

~~Make the Rules~~ SET DECISION PRINCIPLES

Expand ~~Authority~~ INFLUENCE

“~~Make~~ GROW your ~~Numbers~~ NETWORK”

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Schedule It! - 24h

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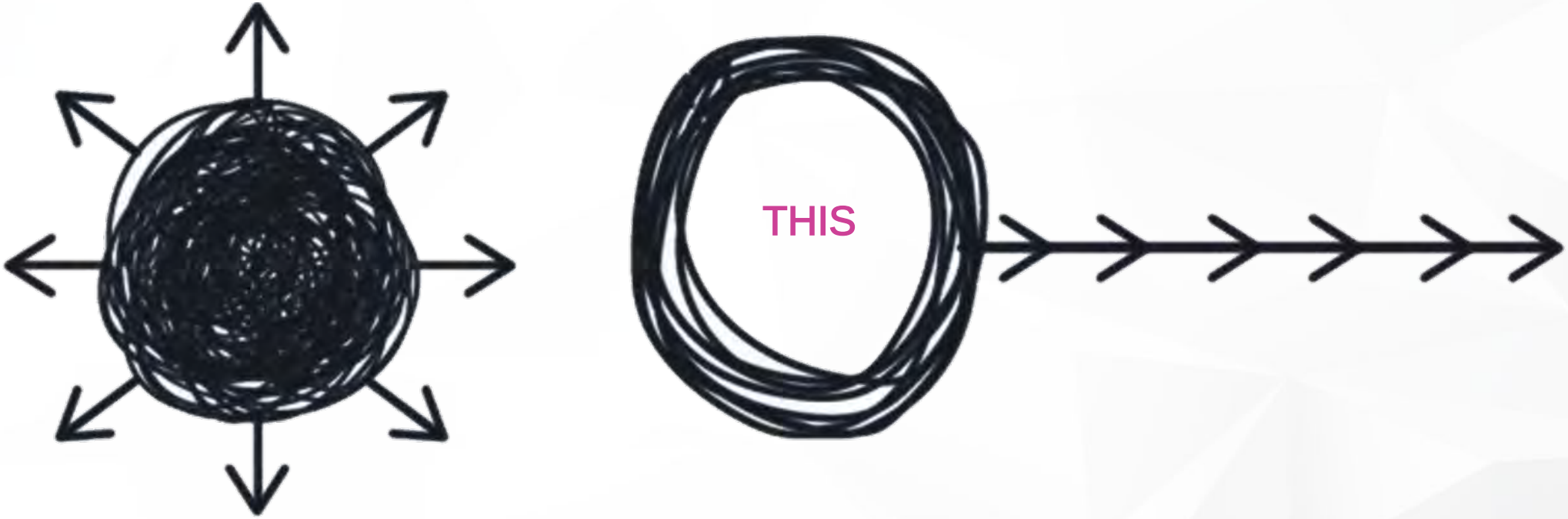
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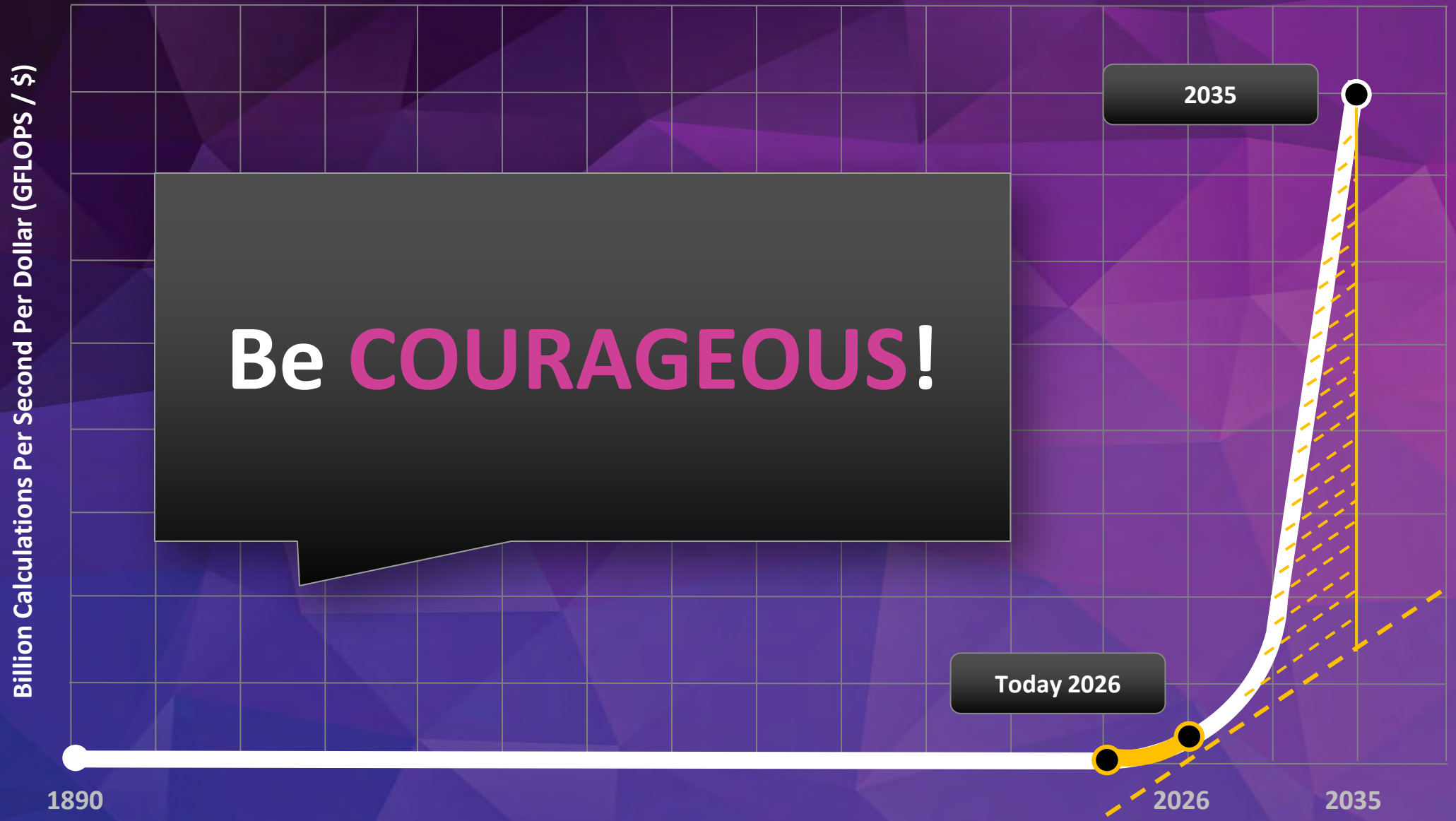

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Thank You!

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