



# THE STANDARD IS THE STRATEGY

Travis Brown

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**TB**  
SOLUTIONS

**TB**

Leading people is complicated

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Who Are You?

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Standards are what we do

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Standards are what we do

Principles are who you ARE

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EQ

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# EQ

*The ability to be aware of and manage yourself  
– and the people and environments you are in.*

Culture doesn't change when  
everyone else changes.

Culture doesn't change when  
everyone else changes.

It changes when the leader  
changes.

“The Principles of Principles”

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①

External Conditions **shouldn't** determine  
your Principles

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①

External Conditions **shouldn't** determine  
your Principles

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2

Principles shouldn't be  
compartmentalized

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Authenticity

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3

Don't expect from others what you  
don't model yourself

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1. External conditions shouldn't determine your principles

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2. Principles shouldn't be compartmentalized

1. External conditions shouldn't determine your principles
2. Principles shouldn't be compartmentalized
3. Don't expect from others what you don't model yourself

External Success  $\neq$  Principled Success

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Who Are You?

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