

# Burn It Down: Reimagining Leadership for a Shared & Desired Future



**Take away your title, and who are you?**

**Take away the results others expect from you, and what's your leadership for?**

**Take away the accountability and responsibility you bring to your team,  
and what's left?**

Every leader has different answers. Every team has as many answers as there are leaders on it. When leaders and teams use these questions to set course and steer, they will get where they're going in a way that is deeply satisfying for everyone involved.

But to do that, leaders must first burn some things down. The way they see the world and the other people on their team. How they ask questions and listen to the response. Even their approach to leadership itself.

And that's what this conversation is all about.



After more than two decades growing and scaling multiple businesses, a serious issue arose in CEO Greg Karl's family that caused him to question everything. An active member of YPO since 2007, Greg ended up creating an award-winning event for eighty chief executives in the Utah desert. As the CEOs set fire to the larger-than-life wooden sculpture they'd built, they found themselves wondering:

*If we burn down who we thought we were...*

*If we burn down our expectations for what success looks like...*

*What else is possible?*

*And what the heck would that even look like?!*

When CEOs ask themselves these provocative questions, reimagining leadership begins.

**Available as a keynote, leadership development conversation, or CEO-to-CEO mastermind.**

Interested in bringing Greg in to speak? Reach out at [www.GregKarlCEOCoch.com](http://www.GregKarlCEOCoch.com)