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WHAT YOU'LL LEARN



- The 7 UNICORN Leader™ Traits That Make You Indispensable
- How to Build a High-Performance Culture That Retains Talent
- How to Lead with Integrity, Resilience, and Impact

WHY LEADERSHIP IS FAILING TODAY



Toxic workplaces




Disengaged employees



Broken leadership models

70% of employees say their boss impacts their mental health more than their therapist does.

TAKE A MOMENT TO REFLECT...



Have you ever worked for a leader who drained your energy?
What did they do?



SHAMAGER™ VS UNICORN Leader™

SHAMAGER™
FEAR-BASED
LOW EQ
TOXIC LEADERSHIP

UNICORN Leader™
TRUST
EMOTIONAL INTELLIGENCE
UNICORN CULTURE

A Shamager™ leads through control and fear.
A UNICORN Leader™ leads through trust, vision, and inspiration.



ARE YOU A UNICORN LEADER™?



HOW TO GROW INTO A UNICORN LEADER

- 01 Think about one leadership moment where you held back instead of speaking up. What would you do differently if you fully stepped into your power?
- 02 Start by asking your team: "What's one thing I can do to create a safer, more innovative culture?" Then ACT on that feedback.
- 03 Instead of managing, start coaching. Ask: "What decision can I step back from and let my team own today?"
- 04 Apply one of the action steps above today. Small changes lead to massive impact.

Real leadership transformation is all about ACTION.
UNICORN Leaders™ make the impossible, possible.

WHERE DO YOU LAND ON THE
UNICORN LEADER SPECTRUM?



MODULE TWO:
The 7 Traits of a
UNICORN Leader™
*Tactical Applications &
Real-World Insights*



UNIQUE
Lead Authentically & Stand Out

UNICORN Leaders™...

- own what makes them different
- bring their full selves to work and encourage others to do the same
- know that being authentic creates trust
- don't shrink themselves to fit in

 **EXERCISE:**
Write down one thing that makes
you different as a leader – **your superpower**.
How can you lean into that strength instead of hiding it?

NIMBLE- Adapt & Empower Others NURTURING

UNICORN Leaders™...

- embrace change and flexibility while ensuring their teams feel supported
- coach instead of control

ACTION STEP:

At your next team meeting, ask:
'What's one thing I can do to support you better?'
Then ACT on the feedback.





INSPIRING

Cast a Vision That Moves People

UNICORN Leaders™...

- don't just manage tasks—they ignite passion and purpose
- inspire teams to believe in a bigger mission and take action

ACTION STEP:

Find **ONE** way to connect your team's work to a bigger purpose.
Instead of just discussing tasks,
show how their efforts impact real people.

COMPASSIONATE

Lead with EQ & Emotional Safety

UNICORN Leaders™...

- lead with empathy, not ego
- understand that trust, emotional intelligence, and psychological safety fuel high-performing teams

ACTION STEP:

Next time someone makes a mistake,
resist the urge to correct or punish immediately.
Instead, ask: *'What did you learn?'*





OPTIMISTI

Reframe Challenges as Opportunities

UNICORN Leaders™...

- choose possibility over panic
- reframe setbacks as opportunities
- help their teams stay resilient, even in uncertainty

 **ACTION STEP:**

When a challenge arises today, ask:
'What's the opportunity here?'


Write down one positive outcome that could emerge from this setback.

RESILIENT

Bounce Forward, Not Back


UNICORN Leaders™...

- don't just recover from failures, they use setbacks as stepping stones to innovate and grow

 **ACTION STEP:**

Think of the last time you failed.
How did you respond?

Write down **ONE** thing you'll do differently next time you face a setback.





NOBLE

Lead with Integrity & Purpose

UNICORN Leaders™...

- lead with ethics, purpose, and a commitment to making a lasting impact

 **ACTION STEP:**

Think about an upcoming decision.
Ask yourself: *'Am I choosing the easy path or the right path?'*
Adjust accordingly.

UNICORN Leader™ Framework

U	N	I	C	O	R	N
UNIQUE UNICORN leaders are energized by their own passion for the work they do. They are curious, creative, and bring unique perspectives to the table.	NURTURING UNICORN leaders are committed to the growth of their team. They are supportive, encouraging, and provide opportunities for learning and development.	INSPIRING UNICORN leaders are thought leaders. They inspire their team to achieve their best and are passionate about their work.	COMPASSIONATE UNICORN leaders are empathetic. They understand the challenges their team faces and provide support and resources to help them succeed.	OPTIMISTIC UNICORN leaders are positive. They see challenges as opportunities and are confident in their team's ability to overcome them.	RESILIENT UNICORN leaders are adaptable. They can handle change and pressure, and they are able to bounce back from setbacks.	NODS UNICORN leaders are networkers. They build strong relationships with their team and with other leaders in the organization.

WHICH TRAIT DO YOU NEED TO STRENGTHEN?



MODULE THREE: Building a UNICORN Culture



Run a Psychological Safety Check (from UNICORN Leader™)

Psychological safety...

- the foundation of high-performance leadership
- a key pillar in UNICORN Culture

• A truly safe workplace isn't about avoiding conflict – it's about ensuring employees feel safe to express themselves, take risks, and contribute without fear of punishment.



How to evaluate and improve psychological safety in your leadership and workplace:



TEAM SELF-ASSESSMENT: Ask These Three Critical Questions

- ✓ Do your employees feel comfortable admitting mistakes?
- ✓ Are people willing to challenge leadership when they disagree?
- ✓ Do team members openly ask for help when they need it?



If the answer is 'no' to any of these, **psychological safety is lacking.**
FIX IT NOW:

- ✓ Normalize mistakes as learning opportunities.
- ✓ Reward brave conversations, even when they challenge the leader.
- ✓ Lead by asking for help first to model vulnerability.

How to evaluate and improve psychological safety in your leadership and workplace:



Spot & Stop the "Shamager™" Behaviors That Destroy Trust

- ✗ Micromanaging or dismissing feedback.
- ✗ Publicly criticizing or embarrassing employees.
- ✗ Ignoring emotional cues & failing to show empathy.
- ✗ Over-controlling decision-making (causing fear & disengagement).



FIX IT NOW:

- ✓ Replace micromanaging with coaching—ask, don't dictate.
- ✓ Shift from blame culture to "What did we learn?" discussions.
- ✓ Prioritize empathy & psychological safety over top-down control.

How to evaluate and improve psychological safety in your leadership and workplace:



UNICORN Strategy: Implement the "Two-Way Feedback Model"

- ✓ a method to create a high-trust environment.
- ✓ High-EQ leaders actively solicit & act on feedback.



If leaders aren't regularly getting honest feedback from employees, then safety is low. **FIX IT NOW!**

At the end of every meeting, ASK:

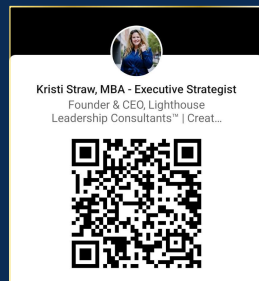
- ✓ "What's one thing I could have done better?"
- ✓ "What would help this team collaborate more effectively?"

Publicly **acknowledge & act** on feedback – show that input leads to real change.

Final Takeaway: Make Psychological Safety a Daily Habit

- ✓ Set a "Safe Culture Standard" – define what's safe & what's not as a **Model**
- ✓ Model vulnerability – leaders must go first!
- ✓ Recognize & reward behaviors that foster trust.

When psychological safety is strong, teams innovate, trust thrives, and leaders become truly **UNICORN**.





Ready to Enhance Your Leadership?

- ✓ Take the UNICORN Leader™ Impact Assessment
- ✓ Download the Building UNICORN Cultures™ action guide
- ✓ Buy the 5-Star Rated and Bestselling UNICORN Leader™ book

