

BE THE BUFFALO

Leading Into the Storm with Courage and Clarity

In the Rocky Mountains, when a storm approaches, cows run east, away from it. But storms move east too, so cows stay in pain longer. **Buffalo do the opposite.** They turn and charge directly into the storm, moving through it faster. The same principle applies to leadership: every hard conversation you delay, every decision you avoid, every storm you run from, you extend the suffering. **Buffalo leaders face it head-on.** Use this worksheet to identify your storm and commit to entering it.

THE COW LEADER

Avoids the hard conversation. Hopes it resolves itself.
Stays in pain longer.

THE BUFFALO LEADER

Names it, faces it, acts on it. Compresses the chaos and moves the team forward.

THE 4 BUFFALO SKILLS — work through each one honestly:

1 Anticipate Storms

What storm do you know is forming that you haven't walked toward yet?

2 Question the Voice

What lie are you telling yourself to avoid it?

3 Go Into the Storm

What is the one direct action you need to take, and by when?

4 Celebrate Courage

How will you recognize storm-facing behavior on your team?

My commitment: The storm I am entering is _____ and I will act by _____.