

The DNA of Leadership

Building Genuine Relationships to Shape Great Teams

60-Minute Keynote or Workshop

All Leadership Levels

Interactive & Story-Driven

William C. Davis | International Keynote Speaker | Leadership Expert | Author

86%

of Americans are disappointed in their leaders (Harris Poll)

78%

see a leadership crisis in corporate America

90%+

employee retention rate William achieved over 38 years

38+

years of proven leadership in corporate America

ABOUT THIS KEYNOTE

Leadership Is Always About People

We promote people for what they know — not how they lead. The title changes. The skills don't. Drawing on 38+ years in corporate America, this keynote reveals the three non-negotiable shifts every leader must make to build teams that are engaged, loyal, and high-performing.

This isn't theory. This is what happens when you lead with people first.

THE THREE-PILLAR FRAMEWORK

What Every Leader Must Master

01 Build Real Relationships

- Leadership starts with people — not processes or titles
- Meet people where they are, not where it's convenient for you
- You must want to be a leader, not just want the title

02 Exhibit Sincere Empathy

- Listen to understand — not just to respond
- Develop self-awareness; you can't understand others until you understand yourself
- Validate emotions — important to you because it's important to them

03 Inspire & Motivate

- Your team's wins are your wins — their growth is your legacy
- Empower through trust; micromanagement kills motivation
- People repeat what gets recognized — make it a habit

SESSION OUTCOMES

What Delegates Leave With

- ✓ Understand why leadership fails at the relationship level — not the technical level
- ✓ Apply the three-pillar DNA framework to their own leadership immediately
- ✓ Build genuine relationships that increase retention, engagement, and trust
- ✓ Develop sincere empathy as a practical leadership skill, not a personality trait
- ✓ Recognize what motivates people and stop behaviors that kill it
- ✓ Learn how to choose, develop, and invest in the right leaders
- ✓ Shift from managing people to genuinely leading them
- ✓ Leave with a concrete 4-step action plan to start leading differently — today

YOUR 4-STEP ACTION PLAN

Start Today. Not Tomorrow.

- 1 Identify one person on your team you haven't truly connected with
- 2 Have a real conversation — no agenda, no performance talk. Just listen
- 3 Recognize someone publicly this week — make it specific and sincere
- 4 Ask your team: "What do you need from me to do your best work?"

“ Be the leader people brag about — not the leader they survive. Your leadership legacy begins with the relationships you build today, and how you build them.

— William C. Davis | International Keynote Speaker • Leadership Expert • Author

William C. Davis

International Keynote Speaker • Leadership Expert • Author • 38+ Years Experience

BOOK THIS KEYNOTE

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