

**B R E
A K T
H R U**

The Limitless Mindset: Why It's Needed for BOLD Leadership

UPDATED NOVEMBER 2022



Are you a limitless leader?

As a leader, you want to do what you do best: *lead*. And there are endless resources on how to improve your skills to create more impact; but what if you moved beyond external, tangible skills and looked inward? What if you changed your mindset?

Unlocking why we lead (our internal motivation and purpose) and discovering who and what to lead based on our "why" enables us to take our abilities and the impact to the next level. Unfortunately, this type of possibility thinking is often stunted or held back by internal barriers including the imposter syndrome or a lack of self-confidence, as well as external factors, including patriarchal systems and a desire of organizations to maintain the status quo. But, what if there was nothing holding you back? What if you could bring your purpose into your work and act on it boldly? **What would your organization, industry, or world look like if you did?**





The real way to boost your leadership to the next level is by developing a limitless mindset—viewing the world with no limits. This might mean making an unpopular decision or a career pivot into a field in which you’re less experienced but more passionate. It might mean becoming unflinching about your beliefs or letting go when you recognize you’ve been holding on to something (a job, an argument, an opinion) for too long. These bold decisions come from the ability to view all possibilities, all outcomes, without barriers.

So, are you leading to your potential? Are you creating a positive, substantial impact? Are you curating a mindset that is limitless? Let’s take a gut check:

- Are you bringing what you are passionate about to your work every day?
- Are you sharing your authentic beliefs with your peers and co-workers?
- Are you reaching your full potential in what you can contribute to your organization?
- Do people you work with know what you stand for?
- Do you know what your core values are?

If you answered "no" or "not yet" to any of the questions above, there may be an opportunity for you to push yourself and cultivate a more limitless mindset.

What is holding you back from being limitless?

While “limitlessness” might seem straightforward and attainable, privilege presents a select few with opportunities for risk-taking. This is why cis-gendered white men have historically been the majority of leaders and why [men are often praised for brashness while women are deemed “bossy.”](#) Because society has created limits, barriers, and obstacles for others, enacting change is more difficult for some—which is why we all need to lift each other up.

One way leaders fail is by not unpacking and recognizing the privilege and power their natural ability, role, or situation affords them. If you’ve achieved power, what do you do with it? How do you use it? As a leader, you should think about what systematic privilege means for you and how you may benefit. Though examining privilege can be trying, some of “the best leaders are those who fully embrace their privilege and the discomfort that comes with addressing it.”¹

By “recognizing the function of privilege and creating opportunities for others who don’t have the same access, you can change the way we examine privilege in leadership roles.”² And, if we are all willing to practice limitlessness, we can break through to the world in which we want to live and blaze the trail for others.



What is made possible when you lead limitlessly?

To lead limitlessly, we must recognize that there are endless opportunities in life. The limitless mindset also requires the belief that anything can be done even if it seems impossible at the time. This type of thinking opens up more possibilities and allows you to think outside of the box, which will ultimately help grow your career and relationships with other people.

Practicing a limitless mindset enables you to see outside of the conditions, tasks, and circumstances at hand because it is less about responding to that situation and more about what is possible beyond the current reality.

A limitless mindset is, in this way, undefined. It enables you to have an appetite for risk—always moving toward the unknown, even if it feels impossible or unreliable. That’s the beauty of having no perceived limits. You are able to jump in, take the leap (or whatever other metaphor you like),

to the uncertain. Taking on and navigating uncertainty requires boldness—boldness not only for yourself, but also for others. When we are limitless and can encourage others to be the same, we can accomplish more—together.

The limitless mindset unlocks your purpose and helps you decide what to narrow in on based on where your motivations lead you. You then stand out because you know what you stand for. This self-awareness not only builds your own self-esteem, but other people have confidence in you—they look to you as the expert and the community builder. You're a leader they can trust.

The freedom that comes from boldly knowing who you are enables you to see your potential pathways more clearly. Owning your strengths and weaknesses grants you the experience of self-actualization—enabling you to evolve into your unique, limitless you.

How do you create impact as a BOLD & limitless leader?

The BOLD framework serves as a launching pad for taking action—it leverages your limitless mindset for good. The components of BOLD each build on the other, bringing you closer to living an authentic life and honing your skills.

B

Brave (Do it, and do it scared! Believe in yourself, trust your decision)

O

Outspoken (Own your truth, your goals, your beliefs)

L

Lucid (Convey your ideas and plans clearly; don't assume people can read your mind)

D

Distinct (Cut through the noise. Live your best, unique life)

Owning your limitlessness and greatness and trusting that you can drive meaningful change will allow you to draw the map forward for your goals and accomplishments by displaying, and leading with, **your BOLDness**.

The four key traits of limitless leaders

To develop an external impact from the limitless mindset, we must recognize the thoughts, actions, and behaviors that limitless people exhibit. We must also learn to differentiate between bold people and those who are simply impulsive. Impulsive people can “seem like bold risk-takers, but their apparent boldness comes not from being clear and determined but more from their being emotionally driven.”³ On the other hand, genuinely bold people challenge norms, ask tough questions, stand out from the crowd, and are unapologetically themselves. These leaders earn respect and trust while also empowering those around them to be their best.

Learning to spot the difference between these mindsets is critical to achieving external boldness. So, here are four traits that best characterize limitless leaders:

1

Taking risks

In the pursuit of success, we can't play it safe—“bold leadership embraces dynamic and competitive landscapes and takes calculated risks.”⁴ This means limitless leaders sometimes make the wrong choice, but we all do! Rather than seeing mistakes as failures, these leaders use opportunities to learn and grow while encouraging the same for those around them. Besides, it's better to make 100 decisions and get ten right than to make ten decisions and get one right (according to our fearless leader, [Lindsay Gaskins](#)).

2

Acting ethically and responsibly

It is essential for great leaders to be self-aware and understand their own values. In understanding themselves, limitless leaders can more effectively manage their teams and share their beliefs with honesty and integrity. Likewise, limitless leaders recognize and own up to their shortcomings. By allowing integrity and ethics to be their guide, they establish confidence and respect in their abilities.

3

Nurturing confidence in others and themselves

Confidence is contagious. And, for limitless leaders, confidence is their superpower. Through grit, knowledge, and ceaseless self-improvement, these individuals gain self-assuredness and pass it along. They lift others up and enable them to perform at their best because limitless leaders appreciate the value of the human spirit and community. Not only do these individuals inhabit excellent leadership abilities, but they also embolden others through guidance, mentorship, and personal example.

4

Championing equity and diversity

Limitless leaders are unafraid to acknowledge their own imperfections as well as opportunities for improvement. Seeing “the importance of diversity and inclusion in [leadership] and valuing diversity of thought” is integral for a limitless leader to practice being outspoken and inclusive.⁵

Through these efforts, limitless leaders contribute to the betterment of everyone’s lives. But, true boldness in leadership does not come from boasting, or being the loudest in the room, or never saying “sorry.” Limitless leadership means standing up for what you believe in, even if it’s not popular, and being distinctly, clearly you.

With this definition in mind, you begin to notice limitless leaders displaying boldness all around. It is these leaders who truly change the world, making it a better place for all.



Unlock your limitless mindset

At BREAKTHRU Brands, we empower female leaders and founders to nurture their limitless mindsets and, as a result, boldly guide people, ideas, and movements with clarity and confidence. We understand that living authentically is never simple, and often you will butt heads with those who see your limitlessness and boldness as a threat, but that is why you need someone in your corner. Someone who sees you for who you are and encourages you to take ownership.

Our team will help you unlock your potential and boost you to become who you are meant to be. Are you ready to find the support and motivation you need to become your best, limitless self?

Build your own BREAKTHRU Brand

Join our roster of unapologetic women leaders who are boldly leading us into the future.

Visit **BREAKTHRU Brands**



- 1 <http://sapro.moderncampus.com/blog/understanding-privilege-and-power-in-leadership-roles>
- 2 <http://sapro.moderncampus.com/blog/understanding-privilege-and-power-in-leadership-roles>
- 3 <https://www.psychologytoday.com/us/blog/fixing-families/201810/how-be-bold>
- 4 <https://www.boldbusiness.com/human-achievement/bold-leadership-what-does-it-comprise/>
- 5 <https://www.boldbusiness.com/human-achievement/bold-leadership-what-does-it-comprise/>

