



Leading with Transparency

A Workbook for Building Clarity,
Authenticity and Trust within Teams



**ENVISION
GREATNESS**

Hello Greatness Seeker,

Thank you for taking the time to invest in your growth as a transparent and authentic leader. Transparency is not just about sharing information—it's about fostering trust, cultivating psychological safety, and ensuring that those you lead feel valued, informed, and engaged.

In my work with leaders across various industries, I've seen firsthand how a lack of clarity can create confusion and disengagement. But I've also witnessed the power of transformation when leaders commit to openness and authenticity.

This workbook is designed to guide you through meaningful self-reflection and practical exercises that will help you improve your communication, strengthen relationships, and build a leadership culture rooted in trust. As you go through each section, I encourage you to challenge yourself, embrace discomfort, and take actionable steps toward greater transparency.

Leadership is a journey, and your commitment to continuous improvement is what sets you apart. I am honored to be a part of your leadership development and look forward to seeing the impact you create.

With gratitude,

Brittany D. Causen

CEO, Envision Greatness



**ENVISION
GREATNESS**

AGENDA

UNDERSTANDING THE IMPACT OF TRANSPARENCY..... PAGE 4

OVERCOMING BARRIERS TO TRANSPARENCY..... PAGE 9

BUILDING CLARITY AND AUTHENTICITY..... PAGE 14

EMBEDDING TRANSPARENCY INTO LEADERSHIP CULTURE..... PAGE 21

S.M.A.R.T. GOAL PLANNING..... PAGE 29

OUR CONSULTING SERVICES..... PAGE 34



**ENVISION
GREATNESS**

Understanding the Impact of Transparency

*"Honesty and transparency make you vulnerable.
Be honest and transparency anyway."*

Mother Teresa

The Transparency Spectrum



Instructions:

Below are various leadership scenarios. Rate each on a scale from 1 (Completely Opaque) to 5 (Radically Transparent).

Scenario	1	2	3	4	5
Withholding information about upcoming changes					
Not providing clear feedback to employees					
Keeping decision-making processes unclear					
Encouraging open conversations about company challenges					
Sharing reasons behind leadership decisions					

Reflection:

- Which scenarios were most difficult for you to rate? Why?
- How do your ratings compare to how you think your team might rate them?
- What steps can you take to improve transparency?



**ENVISION
GREATNESS**

Overcoming Barriers to Transparency

"Speak the truth. Transparency breeds legitimacy."

John C. Maxwell

Identifying Transparency Gaps

Instructions:

Review the common transparency barriers below and check any that apply to you:

- **Fear of Vulnerability:** Leaders may fear that sharing information openly could expose weaknesses or lead to criticism, prompting them to withhold details to maintain authority.
- **Hierarchical Culture:** In rigid organizational structures, information often flows top-down, limiting open communication and discouraging employees from seeking clarity or providing feedback.
- **Undefined Workflows and Responsibilities:** When roles and processes lack clarity, it becomes challenging to share information effectively, leading to confusion and reduced transparency.
- **Fear of Negative Reactions:** Concerns about how employees might react to certain information can lead leaders to withhold details, hindering open communication.
- **Lack of Alignment with Organizational Goals:** When individual or departmental objectives are not aligned with the broader organizational goals, it can result in fragmented communication and reduced transparency.

Reflection:

- For the barriers you checked, what specific situations do they show up in?
- What steps can you take to challenge these barriers?



**ENVISION
GREATNESS**

Overcoming Barriers to Transparency

"Speak the truth. Transparency breeds legitimacy."

John C. Maxwell



**ENVISION
GREATNESS**

Building Clarity and Authenticity

"Be yourself. Everyone else is already taken."

Oscar Wilde

C.A.R.E. Communication Model

Instructions:

Apply the **C.A.R.E. Model** to an upcoming team discussion:

- Clarify expectations and decisions.
- Acknowledge concerns honestly.
- Reveal thought processes behind choices.
- Engage in open dialogue.

Example:

A leader is introducing a new project management tool to the team. Here's how they apply the **C.A.R.E. Model**:

- **Clarify:** *"We are implementing this new tool to improve collaboration and streamline workflows. It will replace our existing system starting next month."*
- **Acknowledge:** *"I understand that learning a new system can feel overwhelming, and you may have concerns about the transition."*
- **Reveal:** *"The reason we're making this change is because our current system lacks certain functionalities that have caused delays. The new tool will help us track progress more effectively."*
- **Engage:** *"I encourage you to ask questions and share feedback. We will also provide training sessions to support you in this transition."*

The “Real Talk” Exercise

Instructions:

Identify a past message you delivered to your team that lacked transparency. Rewrite it using clear, authentic communication.

Original Message:

Rewritten Message:



**ENVISION
GREATNESS**

Embedding Transparency into Leadership Culture

"Secrecy was the problem; transparency is the obvious cure."

Robert J. Sawyer



**ENVISION
GREATNESS**

SMART GOALS

Use SMART goals to make your ideas achievable.

SMART GOALS

Introduction to SMART Goals

SMART Goals are a proven framework for setting clear, actionable objectives. The acronym stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. By following these criteria, you can create goals that are well-defined, trackable, realistic, aligned with broader organizational priorities, and anchored to a deadline.

1. **Specific:** Clearly define the goal to avoid ambiguity.
2. **Measurable:** Quantify success criteria (numbers, percentages, etc.).
3. **Achievable:** Ensure it's realistic given your resources and constraints.
4. **Relevant:** Align with team or organizational objectives.
5. **Time-Bound:** Set a deadline or target date to create accountability.

Examples of SMART Goals

1. Enhance Team Engagement

- S: Increase employee engagement by introducing a monthly team-building activity.
- M: Track participation and gather feedback via a monthly survey with a target participation rate of 80%.
- A: Leverage existing resources and block one hour per month for the activity.
- R: Higher engagement supports collaboration and productivity goals.
- T: Implement and measure progress for six consecutive months.

2. Improve Employee Retention

- S: Reduce staff turnover by 10%.
- M: Track turnover rates quarterly to verify a 10% reduction.
- A: Provide professional development workshops and 1-on-1 check-ins to address career goals.
- R: Aligns with the organization's need to retain talent for stability and growth.
- T: Achieve the 10% reduction by the end of the fiscal year.

3. Optimize Communication and Feedback Loops

- S: Implement monthly 1-on-1 check-ins with each direct report.
- M: Measure completion rate of scheduled 1-on-1s and track employee satisfaction in quarterly surveys.
- A: Schedule recurring meetings and set an agenda to streamline the process.
- R: Clear communication fosters trust, collaboration, and timely problem-solving.
- T: Fully implement in Q1 and review effectiveness by the end of Q2.

SMART GOAL PLANNING

Use the SMART Goal Planning worksheet to transform your vision into achievable steps ensuring your yield impactful results this year.

S Specific → What do you want to achieve?

M Measurable → How will you track your progress?

A Attainable → How can you reach your goal?

R Relevant → Why is this goal important?

T Timely → When will the goal be accomplished?

SMART GOAL PLANNING

Use the SMART Goal Planning worksheet to transform your vision into achievable steps ensuring your yield impactful results this year.

S Specific → What do you want to achieve?

M Measurable → How will you track your progress?

A Attainable → How can you reach your goal?

R Relevant → Why is this goal important?

T Timely → When will the goal be accomplished?

SMART GOAL PLANNING

Use the SMART Goal Planning worksheet to transform your vision into achievable steps ensuring your yield impactful results this year.

S Specific → What do you want to achieve?

M Measurable → How will you track your progress?

A Attainable → How can you reach your goal?

R Relevant → Why is this goal important?

T Timely → When will the goal be accomplished?



**ENVISION
GREATNESS**

Complete the
Booking Form
in just minutes!



Advance your Teams With Us

About Us

At Envision Greatness,
our mission is to
empower leaders to
ignite compassion and
inclusion, shaping
workplaces where
everyone thrives.

Our Services

Executive Coaching
Leadership Trainings
Change Management
HR, Operations & Finance
for Small Businesses

EnvisionGreatnessNow.com

